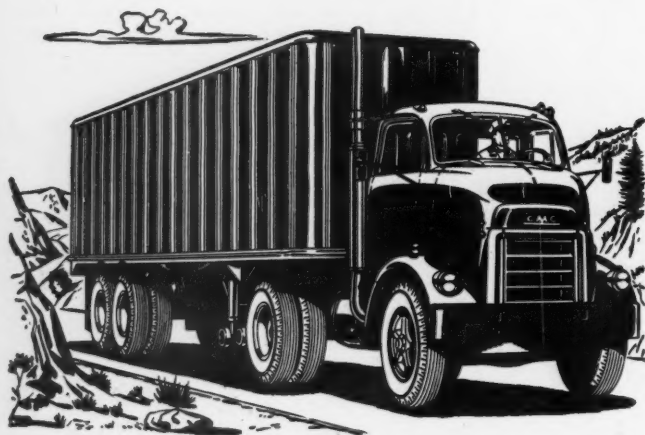


An aerial, black-and-white photograph of a multi-lane highway. The road is filled with numerous small, vintage toy cars and trucks, including sedans, coupes, and various styles of trucks and trailers. The vehicles are arranged in lanes, suggesting traffic flow. The perspective is from directly above, looking down at the road.

Dallas

AUGUST • 1955



GMC TRUCKS

THE MOST TRUCK FOR EVERY JOB

V-8 POWER

HYDRAMATIC TRANSMISSION

**SHORTEST CONVENTIONAL
CAB TO BUMPER DIMENSION**

**MOST COMPLETE PARTS
STOCK IN SOUTHWEST**

DAY & NITE REPAIR SERVICE



TRINITY GMC TRUCK CO.

1900 S. ERVAY

DALLAS

HU-2871



McAx
porcelain
enamel
signs
do
another
job
better!

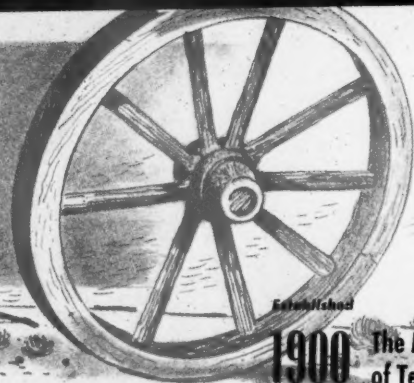
Gillette Motor Transport, Inc., is one of many fleet owners using McAx truck signs with attractive and economical results. These gleaming displays of lifetime porcelain enamel stay fresh indefinitely, eliminating the need for expensive repaint jobs. They are easily removed if necessary and may be transferred from one truck to another.

McAx signs like these can be designed for and adapted to any type of motor vehicle.



ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

Dallas PIONEERS



Established

1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1872 Huey & Philp
Company
Wholesale

1878 National Bank
of Commerce
Banking

1884 The Dorsey
Company
Printers — Lithographers
Stationers — Office Furniture

1887 Buell & Company
Building Material
Distributors

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.
Manufacturers — Paper
and Paper Products

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

1898 The Praetorians
Life Insurance Service

Established

1900 The Murray
of Texas, Inc.
Carver Cotton Gin Division
Boston Gear Works Division
Industrial Supply Division

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and
Elevators

1903 Republic Insur
Company
Writing Fire, Tornado, Allied
Inland Marine, and Automobile
Insurance

1905 Rubenstein
Sons, Inc.
Gulf Princess, Ready To
Breaded Shrimp
Lady Rita Shelled Pecans

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1910 Red Bryan's
Smokehouse
Barbecued Meats

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1912 Stewart Office
Supply Company
Stationers — Office Outfits

1914 Texas Employ
Insurance Ass'n
Workmen's Compensation
Insurance



MOTOR traffic did not present one of Dallas' major police problems back in 1910. The patrol wagon shown above provided reliable pick-up and delivery service for the Police Department. Horse and buggy congestion of that period was handled by ten "crossing men" who manned the more prominent corners each afternoon—and the entire department included 96 men. Banking of that period was also geared to the horse and buggy, and one of Dallas' leading financial institutions was the American Exchange National Bank. This bank in 1930 merged with the City National Bank to form the First National Bank in Dallas, which traces its history back to the Exchange Bank chartered in 1875 by the State of Texas. Today, there are in excess of 300,000 automobiles and 40,000 trucks licensed in Dallas County—and modern banking is geared to motor transportation. The First National Bank in Dallas now has a \$1,500,000 project under way to build a ten-story addition to its present motor bank, plus basement. Fronting 50 feet on Elm Street and extending 200 feet to Pacific, this addition will give the First National Motor Bank a total of 283,000 square feet, and perhaps the most complete and versatile motor bank facility in the nation. Reflecting another modern banking trend, the First National has leased a total of 21,000 square feet on the ground floor and basement of the adjoining Davis Building to house its Timepay Department, which currently has more than 45,000 customers with loans totaling more than \$44,000,000.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



SW BB XP LX AD TX W

Dallas

August • 1955

VOLUME 34 • NUMBER 8

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ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

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Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

DALLAS CHAMBER OF COMMERCE 1101 Commerce Street Telephone PR-8451

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TIMEPAY... another reason why
it pays YOU to do business with the
FIRST IN DALLAS

NOW . . . a completely NEW and LARGER Timepay Department . . . where the Folks of the First serve you better, faster, more privately.

Our spacious and beautiful new Timepay quarters on the Third Floor have been designed and equipped to make your banking more convenient, comfortable, and confidential. Whether it's a loan you want for a new car, air conditioning, a television set, or a new roof on your home—whatever your credit need, here you'll find friendly Timepay specialists to help you arrange the proper loan.

Enjoy reasonable bank rates . . . pay your loan back in easy payments adjusted to your ability to repay . . . establish valuable bank credit for yourself . . . and share in the prestige of doing business at First National Bank in Dallas.

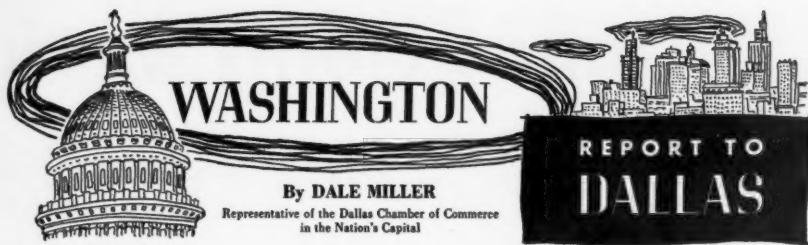
Wherever you go . . . folks *know the First in Dallas!*

1st

NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION





Era of Good Feeling

THE administration of President James Monroe is ancient history now, at least as time is measured in the life of a young democracy, but the historians who labeled those remote years of the past as the "era of good feeling" may have reason sometime in the future to look back on the political events of 1955 and apply much the same definition to the situation extant now. Politics is politics, of course, and the usual "pointing with pride" and "viewing with alarm" are being indulged in regularly by the professional partisans, but beneath this mild and tolerable agitation of the surface of our political life is a nation more cohesive in its unity, and more coalesced in its political philosophy, than it has been for a long time.



DALE MILLER

This is the inescapable conclusion to be drawn, by this observer at any rate, from any appraisal of the events of recent months, and particularly from any appraisal of the recent session of Congress. The political atmosphere of Washington seems to have been pervaded by an aura of good feeling to an extent unparalleled in our modern political history. The cooperation between a Republican President and a Democratic Congress has frequently been so close that mere party labels have provided the only distinction between their mutual objectives and achievements. On Capitol Hill the lions and the lambs have been made to lie down together so often that it has frequently become difficult to distinguish one from the other. There has been less inter-party strife, and less intra-party friction, than this jaded political capital has experienced for years.

This anomaly can doubtless be attributed to a number of factors, involving both personalities and principles. To begin with, President Eisenhower, who was elected as a Republican and professes

himself to be, is nonetheless, in many ways, a Democrat *de facto* if not *de jure*. In foreign affairs he has proved to be a vigorous exponent of the Woodrow Wilson and Cordell Hull philosophy of collective security and world trade; and even in domestic matters he has evinced no inclination to scuttle many of the programs initiated by his Democratic predecessors. Furthermore, as a personality, he is warm and gregarious, and more reminiscent, in that regard at least, of those Democratic predecessors than of his most recent Republican forebears, the Honorable Hoover and Coolidge.

On Capitol Hill the Democratic leadership, which is another way of saying Sam Rayburn and Lyndon Johnson, have naturally found it difficult to develop a political vendetta against such an adversary in the White House. They have had their differences, to be sure, and on occasions some sharp words have been exchanged, but by and large no wide gulf has separated the basic principles of the Eisenhower incumbency and the Rayburn-Johnson regime on Capitol Hill. Particularly has this been true with respect to foreign policy. It is no exaggeration to assert that the President's success at Geneva can be attributed in large measure to the aggressive support accorded his program by Democratic leaders during the preceding weeks in Congress.

The recent session of Congress was remarkable, too, in the minimum of friction generated by the dissident elements within each party. On the Republican side of the aisle, the thinning ranks of the Old Guard traditionalists managed less and less as time went on to resist the growing power of the iconoclastic forces of Eisenhower; and, with the Democrats in control of legislative processes, the GOP minority was deprived to a considerable degree of its sounding board of opposition to the President, and thus its voice this year was no longer the stentorian clamor it had been during the first biennium of the Eisenhower administration.

On the Democratic side the leadership

of Speaker Rayburn in the House and Majority Leader Johnson in the Senate functioned with such smooth efficiency that intra-party disturbances rarely effervesced to the surface. To the redoubtable speaker, of course, the manipulation of a large and volatile party membership was a familiar experience which he underwent with his usual aplomb. Moreover, the cumbersome size of the House membership necessitates rules which limit debate and regiment legislative procedures, and no one is more adroit than the speaker in employing this machinery to circumvent the non-conformists.

In the Senate the performance of Lyndon Johnson as leader of his party, despite the severe illness which sidelined him during the closing weeks of the session, was a *tour de force* of classic proportions. Political observers in Washington with the longest memories cannot recall a comparable exhibition. The Senate, unlike the House, imposes no restriction on debate, and the upper body always has its quota of political prima donnas who are not unwilling to exercise their temperament. Furthermore, the diversity of political views frequently causes legislation to become entangled in committees or party caucuses, thus producing confusion and delay. But in the recent session such manifestations of demagoguery and disunity were conspicuous by their absence, and the ingenious skill and conciliatory persuasiveness of the majority leader were almost wholly responsible. Because it took

All quiet on the home front: The recent session of Congress was unique in modern history.

place generally behind the scenes, it was an esoteric performance, witnessed only by the cast of characters themselves, but it was a remarkable demonstration of leadership, nevertheless.

These circumstances and others combined to make the recent session of Congress unique in our modern political history. Washington basked in a placidity it seldom experiences in its usual tense and emotional existence. To assume that this era of good feeling will continue indefinitely would be unduly optimistic, of course, for in the presidential election year ahead there will be issues, real or chimerical, that will be blown up to resemble crises. Meanwhile, however, the comparative serenity on the home front—coupled with Soviet Russia's "new look" in world affairs, the smile—has imparted to Washington its most pleasant equanimity in years.



Dallas Hums as Hub

Motor Carriers Key

IN THE early days of the Dallas Southwest wagons were the sole means of transport and the life blood of the new territory. In "The Dallas Story," Nelson Hutto describes the hardships of the early wagon operator's lot. "Their wagons were hand made, with wooden axles and ironed out spindles, the wheels held together with linchpins. Every wagon had a bucket of tar hung on the coupling behind the rear axle. Using a paddle, they smeared this tar on the spindles for lubrication . . . going across country, the drivers followed buffalo trails or just found their way across the prairie the best they could."

The going was rough for a long time, but these early wagons struggling across the new country were the forerunners of today's modern truck fleets which radiate from Dallas in every direction and make the city the distribution center of the southwest.

In place of the unsightly wagons, today there are sleek aluminum bodied semi-trailers capable of carrying in one load, what took the old wagons ten trips to transport.

The city's growing prominence in the motor transportation field is best illustrated by a comparison of truck-tractor

registrations in the state's four largest counties. Dallas County had in 1954, 5,027 truck-tractor registrations. To get an idea of how many trailer rigs that is just picture a line of trucks bumper-to-bumper that extends from Commerce and Akard streets all the way to downtown Denton . . . a distance of over 43 miles.

Compared to Dallas' 5,027 registrations, Harris County (Houston) had 2,772, Bexar (San Antonio) had 1,781 and Tarrant (Fort Worth) reported 1,744. In short Dallas has more truck-tractor registrations than Houston and San Antonio combined . . . with nearly half of Fort Worth's thrown in.

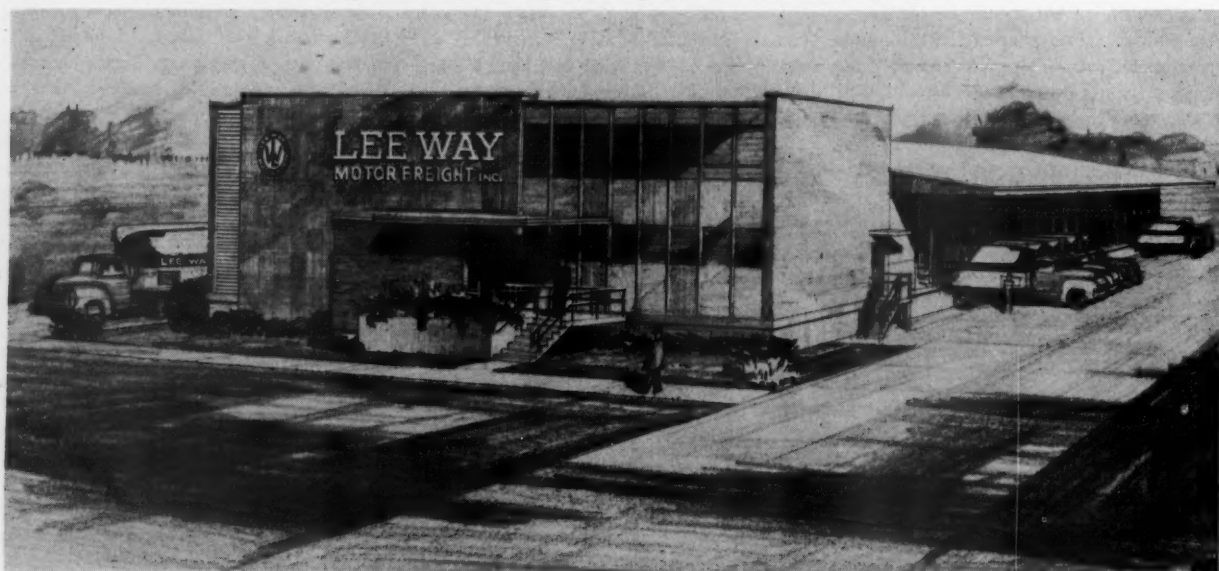
The motor transportation industry is of course the long arm of Dallas' vast distribution and supply facilities, with many of the truck rigs making up private fleets operated by grocery chains, oil companies and other large scale retail operators. In addition the 1955 Dallas phone book lists 54 motor freight lines, 88 moving companies, 19 oil field hauling firms and 4 gasoline hauling companies.

Still another big field, and an important one to the over all motor transportation industry is the local delivery field. Dallas has 37 of these local delivery firms

COMPARISON OF TRUCK TRACTOR REGISTRATION IN TEXAS METROPOLITAN COUNTIES 1954

	1000	2000	3000	4000	5000
DALLAS					5,027
HARRIS			2,772		
BEXAR		1,781			
TARRANT		1,744			

LEE WAY'S MODERN TERMINAL now under construction on Record Crossing Road off Harry Hines is one of the numerous dispatch points for Dallas' motor freight carrier fleets. The modernistic building of more than 25,000 square feet represents a total cost of about \$450,000.



Huf Truck Lines

Key Distribution Leadership

argest
954,
get
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t-to-
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own-
43

which keep material flowing from warehouse to retailer and from warehouse to freight terminal.

Over ten new firms have begun local delivery operations in the past eight years and the number of commercial trucks operating in the city has increased from 23,132 in 1948 to 34,638 in 1954.

An even greater increase percentage-wise has been experienced by the truck-tractor firms. Local registration for the big rigs has increased from 2,369 in 1948 to 5,027 in 1954.

The behemoths of the highway are the keystone of this mushrooming industry. The diesel giants are as long as 50 feet from bumper to tail light, and are large enough for two limousines to fit inside.

The men who pilot these rigs on their trips out of Dallas are among the finest drivers on the road. Many a motorist owes his life to the quick thinking of a truck driver. A number of these men have been honored by being named "Knights of the Road," a system of recognition instituted by the Hobbs Trailer Company.

Some of the citations deserve repetition: "The Steering Wheel" published by the Texas Motor Transport Association related the following incident:

"A blood-covered man staggered up the steep shoulder of U. S. Highway 77 two miles south of Sanger about 2 a. m. last May 16. His car had just crashed a guard post, straddled a bridge rail and catapulted into the creek bed below. An artery had been cut in his left arm.

"Truck driver Ed Lawrence saw the man stumble and fall as he reached the highway. Lawrence parked his rig safely, put out fuses (warning lights) and went back to the injured man. He quieted him and applied pressure to stop bleeding. A car stopped and he sent its occupant after an ambulance.

"Another truck driver, Carl Emerson, stopped when he saw the parked truck and fuses. When Lawrence asked him for help he ran back to his cab, grabbed his starter engine rope and together the drivers fashioned a tourniquet that saved the


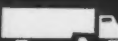
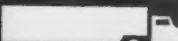
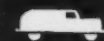
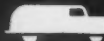
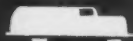


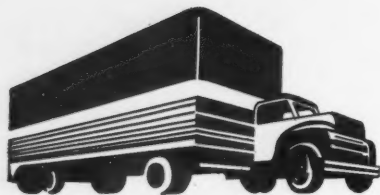
SERVING KANSAS CITY from Dallas are Gillette's 12 new high cube drop frame trailers. Principal terminals of the line are at Dallas, Houston, Fort Worth, El Paso, Odessa, Oklahoma City, Tulsa and Kansas City.



THROUGH TRAILERS TO LOS ANGELES are being operated by Southern-Plaza Express in cooperation with Consolidated Copperstate-Alabama. Such through trailer service enables truckers to keep tight schedules on long hauls.

COMPARISON OF DALLAS COUNTY TRUCK REGISTRATIONS, 1948-1954

1948	1950	1954
TRUCK TRACTORS		
		
2,369	3,075	5,027
COMMERCIAL TRUCKS		
		
23,132	25,953	34,638



Luxury Busses Official

man's life. That's what doctors at the Denton Hospital later said."

In other similar acts drivers rendered aid at the scene of several accidents, pulled cars out of sand, aided police, and in one case a driver used his winch line to pull a motorist out of water so high it was running into the car.

Altogether over 50 "knights" have been recognized in 1955 . . . which marked the first full year of operation of the program.

Skilled, high caliber drivers are a big factor in the motor freight industry's safety program. Truck drivers are famous for their highway courtesy, and courtesy breeds safety.

One of the reasons the trucking industry is so successful in its safety program is that it is scrupulously self-policing . . . and every member of the transport team is always safety conscious.

One agency that does much to promote safer highways is the Transport Safety Patrol. The Patrol is operated by the Transport Insurance Company of Dallas, one of the few exclusively transportation

insurance firms, and the only one with home offices in the southwest.

The Patrol is made up of nine patrolmen driving unmarked cars. Their job is to make spot checks on policyholders' trucks and report the results to the motor freight company.

Each of the nine patrolmen make some 400 checks a month, mostly at night, in which the speed and driving habits of drivers are scrutinized.

Every patrol car is equipped with a radar set for checking speeds, a dictaphone for the patrolman's comments and a tachometer for accurate checking of a vehicle's speed from a trailing patrol car.

In most cases the driver never knows he has been checked until a report is sent through by the insurance firm. Only one trucking company asks the patrolmen to stop the drivers and tell them they have been checked.

The patrol's activity has greatly reduced the accident rate of the firm's policyholders since its inception in 1952.

The Transport Insurance Company itself deserves mention. Since its founding less than five years ago the Transport Insurance Company has seen its initial capital and surplus of \$300,000 grow to more

than \$1,000,000, and its assets now total \$4,200,000.

Originally a Texas firm, the company now has entered into thirty states and the District of Columbia and has written premiums in excess of \$13,000,000.

The insurance firm is owned by motor freight carriers who felt that an industry-owned outfit would better understand the problems confronting the truckers, and by specialization in only this one field of insurance, would provide adequate protection at a minimum cost.

The trucking industry as a whole is experiencing a healthy upswing in business. The national increase in intercity freight during the first quarter of 1955 was 12.2 per cent. More important to Dallas' business is the increase of 14.7 per cent in the inter-city freight in the southwest carried during the first quarter of 1955 as compared to the same period last year. Breaking it down to tons carried, in the four states covered (Texas, Arkansas, Louisiana and Oklahoma) the 124 carriers involved carried 4,321,193 tons during the first quarter of this year as compared with 3,767,872 tons in the first quarter of 1954.

The giant motor freight industry in Dallas necessitates huge terminal facilities in

GREYHOUND'S SCENIC CRUISER was the first luxury bus introduced to Dallas and is the only bathroom equipped bus operating at the present time. The 47-passenger busses were built at a cost of \$50,000 each and are operated mostly on through bus routes to major cities. Now being served out of Dallas by Scenic Cruisers are Memphis, Atlanta, Los Angeles, St. Louis, Chicago, San Antonio and Laredo.



Dallas Latest in Passenger Comfort

order that all cargo can be handled promptly. A string of terminals surround the city with others like the new \$450,000 Lee Way Terminal now under construction.

One of the ways motor freight carriers join hands to better serve shippers is through interline agreements, where a through trailer might be hauled half-way to its destination by the tractor of one firm and then picked up for the remainder of the trip by another trucker's tractor. This enables truckers to give shippers the benefit of through truck service to distant points.

Two good examples of through trailer service are found in the agreements between Southern-Plaza Express, Inc., of Dallas and Consolidated Copperstate-Alabama Freight Lines of Los Angeles. The two firms operate a fleet of 39 foot trailers between Texas and California over the year 'round southern route.

A similar agreement also exists between Gillette Motor Transport, Inc. of Dallas and Western Truck Lines, Ltd. The two carriers furnish through trailer service from Dallas to Los Angeles. Gillette also has a through trailer agreement for Chicago and New York City with Mid-States Freight Lines via Kansas City.

In addition to the motor carriers whose

job is to carry freight, cargo and equipment, there are also those which cater to passengers. The two major bus lines operating out of Dallas are Continental Trailways and Greyhound Lines, both of which have brought out super luxury coaches during the past year.

Newest of the super coaches is Trailway's Vista-Liner 100, which will soon go into use on regular Trailways routes. These 37-passenger cruiser boasts a raised upper deck with three skylights, three way contour seats, continuous music with individual passenger control, and air conditioning.

Several of the 100 Vista-Liner 100's will be put into use through Dallas on the Matador Route between Memphis and Los Angeles; the Southland Route to Miami; the Dixieland Route to Norfolk; the Texas Gulfcoaster Route to Chicago; and the Rio Grande Valley Route to Brownsville.

Greyhound's new super liner is the Scenic-Cruiser which claims the distinction of being the only bus with a bathroom. The 53-passenger Scenic-Cruisers cost Greyhound a whopping \$50,000 each to put into service and are decorated by Raymond Lowery. The luxury Cruisers serve all the major cities of the country

out of Dallas, including Memphis, Atlanta, Los Angeles, San Antonio, Laredo, St. Louis and Chicago, with connections in Chicago to the New York Scenic-Cruiser.

Most of the luxury busses make only limited stops and some are on express routes.

The importance of this bus service to Dallas is shown by the number of daily arrivals and departures at the two major terminals. The Continental Bus Station on Jackson street has 586 arrivals and departures each day with some 20,000 thousand passengers served.

The Greyhound terminal has 194 daily arrivals and departures with an estimated 6,000 passengers each day.

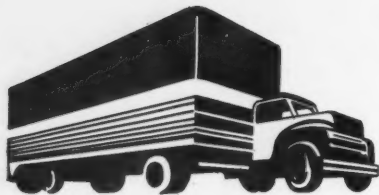
In addition to long distance bus service there are also heavy passenger loads on the short run busses between Dallas and Fort Worth and Dallas and Waco.

Dallas' motor transportation leadership extends into many fields and is responsible for the prosperity of many service and supply industries ranging from body building to wheel manufacturing.

The motor transportation industry is just one more of the hundreds of inter-related businesses that make Dallas the Queen City of the Southwest.

CONTINENTAL TRAILWAYS VISTA-LINER is the newest luxury bus to be brought to Dallas. The 37-passenger, two level cruiser is completely air conditioned and features continuous music which can be controlled by individual passengers. The buses will be in service between Dallas and Memphis, Los Angeles, Miami, Raleigh, N. C., Norfolk, Chicago and the Rio Grande Valley.





Luxury Busses Official

man's life. That's what doctors at the Denton Hospital later said."

In other similar acts drivers rendered aid at the scene of several accidents, pulled cars out of sand, aided police, and in one case a driver used his winch line to pull a motorist out of water so high it was running into the car.

Altogether over 50 "knights" have been recognized in 1955... which marked the first full year of operation of the program.

Skilled, high caliber drivers are a big factor in the motor freight industry's safety program. Truck drivers are famous for their highway courtesy, and courtesy breeds safety.

One of the reasons the trucking industry is so successful in its safety program is that it is scrupulously self-policing... and every member of the transport team is always safety conscious.

One agency that does much to promote safer highways is the Transport Safety Patrol. The Patrol is operated by the Transport Insurance Company of Dallas, one of the few exclusively transportation

insurance firms, and the only one with home offices in the southwest.

The Patrol is made up of nine patrolmen driving unmarked cars. Their job is to make spot checks on policyholders' trucks and report the results to the motor freight company.

Each of the nine patrolmen make some 400 checks a month, mostly at night, in which the speed and driving habits of drivers are scrutinized.

Every patrol car is equipped with a radar set for checking speeds, a dictaphone for the patrolman's comments and a tachometer for accurate checking of a vehicle's speed from a trailing patrol car.

In most cases the driver never knows he has been checked until a report is sent through by the insurance firm. Only one trucking company asks the patrolmen to stop the drivers and tell them they have been checked.

The patrol's activity has greatly reduced the accident rate of the firm's policyholders since its inception in 1952.

The Transport Insurance Company itself deserves mention. Since its founding less than five years ago the Transport Insurance Company has seen its initial capital and surplus of \$300,000 grow to more

than \$1,000,000, and its assets now total \$4,200,000.

Originally a Texas firm, the company now has entered into thirty states and the District of Columbia and has written premiums in excess of \$13,000,000.

The insurance firm is owned by motor freight carriers who felt that an industry-owned outfit would better understand the problems confronting the truckers, and by specialization in only this one field of insurance, would provide adequate protection at a minimum cost.

The trucking industry as a whole is experiencing a healthy upswing in business. The national increase in intercity freight during the first quarter of 1955 was 12.2 per cent. More important to Dallas business is the increase of 14.7 per cent in the inter-city freight in the southwest carried during the first quarter of 1955 as compared to the same period last year. Breaking it down to tons carried, in the four states covered (Texas, Arkansas, Louisiana and Oklahoma) the 124 carriers involved carried 4,321,193 tons during the first quarter of this year as compared with 3,767,872 tons in the first quarter of 1954.

The giant motor freight industry in Dallas necessitates huge terminal facilities in

GREYHOUND'S SCENIC CRUISER was the first luxury bus introduced to Dallas and is the only bathroom equipped bus operating at the present time. The 47-passenger busses were built at a cost of \$50,000 each and are operated mostly on through bus routes to major cities. Now being served out of Dallas by Scenic Cruisers are Memphis, Atlanta, Los Angeles, St. Louis, Chicago, San Antonio and Laredo.



Dallas Latest in Passenger Comfort

order that all cargo can be handled promptly. A string of terminals surround the city with others like the new \$450,000 Lee Way Terminal now under construction.

One of the ways motor freight carriers join hands to better serve shippers is through interline agreements, where a through trailer might be hauled half-way to its destination by the tractor of one firm and then picked up for the remainder of the trip by another trucker's tractor. This enables truckers to give shippers the benefit of through truck service to distant points.

Two good examples of through trailer service are found in the agreements between Southern-Plaza Express, Inc., of Dallas and Consolidated Copperstate-Alabama Freight Lines of Los Angeles. The two firms operate a fleet of 39 foot trailers between Texas and California over the year 'round southern route.

A similar agreement also exists between Gillette Motor Transport, Inc. of Dallas and Western Truck Lines, Ltd. The two carriers furnish through trailer service from Dallas to Los Angeles. Gillette also has a through trailer agreement for Chicago and New York City with Mid-States Freight Lines via Kansas City.

In addition to the motor carriers whose

job is to carry freight, cargo and equipment, there are also those which cater to passengers. The two major bus lines operating out of Dallas are Continental Trailways and Greyhound Lines, both of which have brought out super luxury coaches during the past year.

Newest of the super coaches is Trailway's Vista-Liner 100, which will soon go into use on regular Trailways routes. These 37-passenger cruiser boasts a raised upper deck with three skylights, three way contour seats, continuous music with individual passenger control, and air conditioning.

Several of the 100 Vista-Liner 100's will be put into use through Dallas on the Matador Route between Memphis and Los Angeles; the Southland Route to Miami; the Dixieland Route to Norfolk; the Texas Gulfcoaster Route to Chicago; and the Rio Grande Valley Route to Brownsville.

Greyhound's new super liner is the Scenic-Cruiser which claims the distinction of being the only bus with a bathroom. The 53-passenger Scenic-Cruisers cost Greyhound a whopping \$50,000 each to put into service and are decorated by Raymond Lowery. The luxury Cruisers serve all the major cities of the country

out of Dallas, including Memphis, Atlanta, Los Angeles, San Antonio, Laredo, St. Louis and Chicago, with connections in Chicago to the New York Scenic-Cruiser.

Most of the luxury busses make only limited stops and some are on express routes.

The importance of this bus service to Dallas is shown by the number of daily arrivals and departures at the two major terminals. The Continental Bus Station on Jackson street has 586 arrivals and departures each day with some 20,000 thousand passengers served.

The Greyhound terminal has 194 daily arrivals and departures with an estimated 6,000 passengers each day.

In addition to long distance bus service there are also heavy passenger loads on the short run busses between Dallas and Fort Worth and Dallas and Waco.

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Community Chest

RECORD GOES



BEGINNING September 12th Dallas will once again be asked to open its heart and pocketbook to the appeal of the Community Chest and its 37 agencies of help and welfare.

This year the goal is set at \$2,270,660 . . . a record high for Dallas. But the growing Dallas population has created a greater need for funds in order to meet the health and welfare needs of the community.

The activities of the Community Chest are well known in almost every city of the United States. In Dallas it was founded over twelve years ago as a fund-raising organization to help those who cannot help themselves. Now it is the largest organization of this type in Dallas. The Community Chest is a family of 37 agencies which serve all Dallas County from 99 service units. Some of these units are almost self-supporting, others depend largely or entirely on funds raised through the Community Chest.

Let's follow your dollar to a few of the agencies supported by the Community Chest. There is the Dallas Day Nursery Association where children are cared for during week days so working mothers can help support their families. Here, the children learn to study, play, eat and rest together in a healthy atmosphere. A monthly average of 460 children were cared for last year.

Rebuilding sightless worker's spirits and providing them with jobs is part of the Lighthouse for the Blind program. The Lighthouse teaches Braille, typing and handicrafts to the blind, bringing them work they can do at home. Last year, through funds raised by the Community Chest, the Lighthouse added a large recreational room and additional work and storage space.

The Children's Medical Center serves as the administrative unit for four of the Community Chest health agencies for children: Bradford Memorial Hospital for Babies,

Drive Opens

GOET FOR 1955

Children's Hospital of Texas, Richmond Freeman Memorial Clinic, and Ivor O'Connor Morgan Hospital for Tuberculous Children. Last year the center provided a total of 30,417 patient days' care for 3,495 children, including 21,291 patient days' care for children of needy parents.

To obtain this \$2,270,660 goal, the Community Chest operates through federated giving. That is, giving once to many causes. This cuts campaign costs to a minimum and the giver gives in only one campaign to support 37 agencies.

This year, more than 6,000 volunteers are serving under the Red Feather banner. They will call on thousands of givers who will contribute to the 1955 Chest appeal.

Les T. Potter, Campaign Chairman, has announced that the presidents of three Dallas banks will be co-chairmen of the Big Gifts Division of the 1955 Community Chest campaign. They are Milton F. Brown, president of the Mercantile National Bank; Fred F. Florence, president of the Republic National Bank; and Ben H. Wooten, president of the First National Bank.

The Big Gifts division solicits large firms and their executives



FREEMAN MEMORIAL CLINIC provides medical service to children from infancy to 15 years of age.

and will be responsible for raising about one-third of the Chest's \$2,270,660 goal.

Other members of this committee are: John Q. Adams, Nathan Adams, J. B. Adoue, Jr., James Aston, R. W. Baxter, Theo P. Beasley, W. J. Brown, Robert M. Chan, Maxwell Clampitt, James Collins, Jerome K. Crossman, John B. Dunlap, Earl Forsythe, R. R. Gilbert, Sr., Sam Gladney, Leon A. Harris, Jr., Earl F. Hayes, Carr P. Collins, D. A. Hulcy, Sr., Leslie Jacobs, Henry I. Jacobus.

Also Morris Jaffe, C. F. Jessee, J. L. Latimer, Neil Mallon, G. C. Mann, R. G. McCord, Eugene McElvaney, George L. MacGregor, B. F. McLain, W. W. Overton, Jr., Lawrence S. Pollock, Sr., Dick Price, Paul M. Raigorodsky, Henry X. Salzberger, Harold Volk, W. G. Vollmer, Glen C. Wasson and Angus Wynne, Jr.

In the past Dallas has been generous in its response to the Chest's appeal. One day's pay has proved to be a popular standard of giving for every employed person. This plan places giving through the Chest on an ability-to-pay basis and lets everyone share the responsibility fairly. Dallas will want to wholeheartedly support the Community Chest Drive again this year not only to maintain its record but to care for the needs of our community.

THE VISITING NURSE ASSOCIATION sends nurses into homes to care for the ill, and to teach their families how to care for them.



New Decorative Center Open

Home Furnishing Dealers Occupy Showroom Space

by Marjorie Montgomery

NATIONAL leaders among lines of furniture, fabrics and home furnishings accessories will take up formal residence in Dallas, and—in some cases for the first time in Dallas—will have showroom space in the Decorative Center.

The quality of lines represented and unusually extensive facilities of the Center are expected to bring to Dallas in unprecedented numbers retailers of home furnishings, interior and industrial designers, and architects engaged in interior designing. Showrooms will be open only to the trade.

The Decorative Center is a Southwest interpretation of a merchandise mart operation. It has no predecessor in the nation, and geographically it will serve the entire Southwest.

The two initial buildings of the Center will open formally on September 5, 1955.

The \$2,200,000 project is the first major construction in the new Stemmons Expressway area, and is located at Oak Lawn, Slocum Street and Hi-Line Drive, just one block from Stemmons Expressway. The expressway will be completed in 1956 as a part of U. S. Highway 77. The Brook Hollow Industrial District borders this area on the north.

Five buildings with a total of 150,000 square feet of showroom space will comprise the Center, together with a sixth building to be constructed later as a multiple story building. Conceived as a headquarters, the project will cover a nine-acre tract of land, for the first time anywhere uniting showrooms into an integrated setting without housing them in a single, congested building. Buildings will face courtyard fashion with landscaping and parking for 500 cars contained within Center boundaries.

The location is estimated at five to ten minutes from downtown Dallas, ten to 15 minutes from the railway terminal, and 15 to 20 minutes from Love Field. Yet the area has ample room for expansion. There will be automobile entrances on each of the three bordering streets.

Air-conditioned, fire-proofed buildings will have ground floor entrances to eliminate elevator congestion. The buildings, to have a special RCA music system, will house a tea room and also a private club. Tenants' spaces vary according to their needs. There is adequate room for displaying most of the units making up each line represented, a real service to buyers.

The developers of the Center, Trammell Crow and L.

DECORATIVE CENTER layout is pictured in the sketch below. Building A and Building B face each other in the foreground. These two units of the five-unit Center will open in September. The remainder will open at a later date. Further construction plans also include a sixth building which will be a multiple story unit. Trammel Crow and L. Storey Stemmons are developers of the Center.



Two Units

Storey Stemmons, have projected plans for additional buildings in the immediate area: a luxury hotel, an architectural division, and a gift division.

Lines to be shown in Building A (Buildings A and B are those to open in September) include among others: Baker, Widdicomb, Richard Wheelwright, Howard Miller Clocks, Caro & Upright, Cocheo Brothers, John Scalia-Schmieg & Kotzian, Arch Gordon, Jack Lenor Larsen, Paul Newberg, Clark & Burchfield, Puget Sound Designs, Herman Miller.

Building B will house among others: Kittinger, De Gaal and Walker, Molla, F. Schumacher, Waverly Fabrics, J. H. Thorp, Desley Fabrics, Verde Fabrics, Piazza Prints, Wycombe Meyer Company, and Payne & Company.

Lines to occupy later buildings will include Harvey Probber, Stow & Davis, Paul McCobb, Jens Risom, Boris Kroll Fabrics, and Grosfeld House. Construction on the third building has begun.

The architect for the Center is Jacob E. Anderson, AIA. Contractors are McFadden & Miller, and the leasing agent is Bill Campbell, Jr., of the Moser Company. Mrs. Russell Johnson will be manager of the Center.

Planning for the Decorative Center intended that it be a real beauty mark on the area surrounding. Landscape architects Arthur and Margie Berger will arrange trees, grassy expanses, and folige gardens to surround buildings with greenness, thus uniting them visually into a center. Shadow patterns trees will cast will also give unity to the garden-like courtyard. There will be a sunken garden between the two buildings on the Hi-Line Drive side. Trees will shade parking areas and, frequently, building fronts.

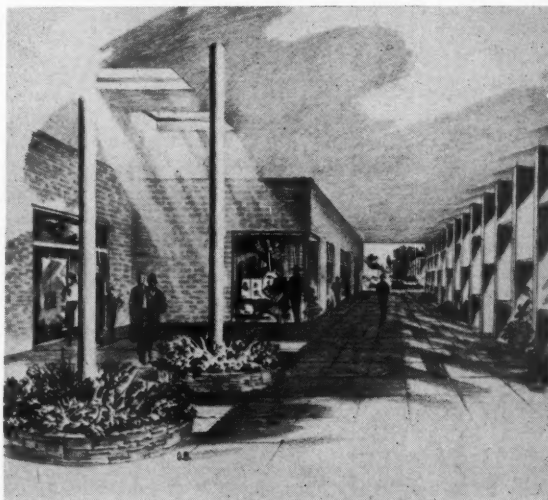
Architectural interest lies in upright baffles or fins of Haydite (concrete that looks wood-grained) which stand like giant louvers just beyond the glass fronts of showrooms. The louvers share the same roof with each building, and the space between building fronts and louvers becomes an arcade. The tall Haydite louvers shield glass fronts from the sun and provide a single-motif exterior facade not possible if individual window displays were visible from the outside.

The first signs of design importance in the Center come from the interior design executed on their respective showrooms by George Nelson of Harman Miller Furniture Company and by Harvey Probber of his own firm. Taylor Robinson, Dallas member of the American Institute of Decorators, designed the interior of the F. Schumacher showroom.

Tenants of the Center have organized the Decorative Center Association. Officers are George Hersman, president; Dick Stowe, vice president; Paul Roseland, secretary, and Mrs. E. C. Dicken, treasurer.



PLANNED SHOWROOM of one company in the Decorative Center shows the arrangement of the concrete louvers in relation to the front of the showroom. The name of the company will be mounted on the exterior side of the louvers.

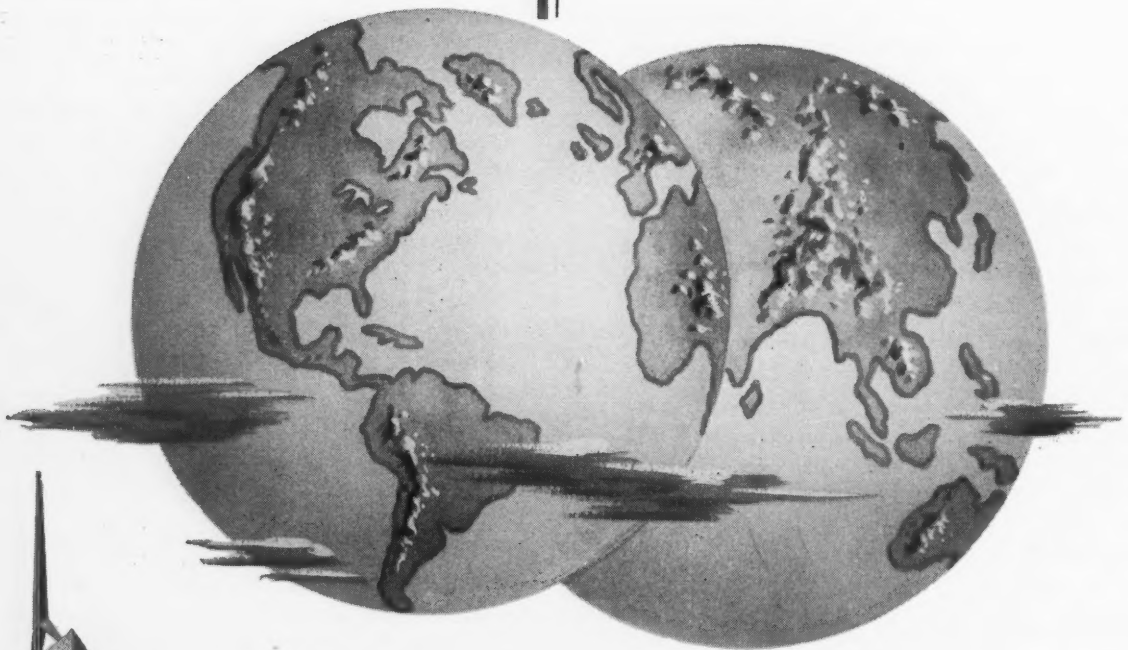


INSET COURTYARD in front of several showrooms is shown in the above sketch. Plastic-covered skylights admit sunlight but keep out rain. Pictured below is an actual photograph of the concrete louvers as they will appear in front of all the show windows.



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Parade of Homes to Show Five Sections

\$2,000,000 Show Marks National Home Week

AN industry that didn't even exist on an organized basis twenty years ago is putting the final touches on a \$2,000,000 Dallas County-wide show to merchandise its products to the public.

The "industry" is the Home Builders Association of Dallas County; the "show" is the 1955 Parade of Homes to be staged by the Association during the observance of National Home Week.

One hundred thousand—or more—families living in Dallas County are expected to view seventy-five homes ranging in value from \$12,500 to in excess of \$45,000 between the time the Parade of Homes opens to the general public on Friday, Sept. 9 and its closing on Sunday, Sept. 18.

The Parade of Homes, in the eyes of the home building industry, will represent far more than the simultaneous showing of 75 display homes.

The sixty-four home building firms showing the homes, and to many other builders and more than 1,000 local firms providing supplies and services, it represents a relatively new concept of mass merchandising and public relations.

"Actually, Parade of Homes is the home building industry's big bid for a strong share of the consuming family's dollar," Robert J. Gump, Parade chairman, explained. "We realize that, despite the present size and gross income of our industry, we must keep families interested in wanting homes if they are not homeowners, or in wanting newer and better homes.

"As improvements are being achieved daily in the planning and construction of homes, and as the equipment manufacturers are continually improving their products and developing entirely new home products, we feel that we have a strong sales promotion story to tell the public."

In 1954, the home builders of Dallas County erected 14,163 homes, and sales to date this year are estimated to have equaled this total.

At the present rate of construction, it is expected that the total of new homes built in Dallas County for the current year will exceed 16,000 and set a new record for this area. Values are expected to exceed \$160,000,000.

One new phase of the 1955 Parade of Homes is the inclusion of two steadily-growing communities, other than Dallas, in the program—Garland and Richardson. Builders of Garland and Richardson requested the Home Builders Association to provide its experience and management for the staging of Parade units in those two cities, it was explained by Herbert DeShong, executive secretary of the Home Builders and Parade manager.

These developments, coupled with the fact that the trade association itself is in process of changing its name from Home Builders Association of Dallas to the Home Builders Association of Dallas County, attest further to the fact that the county now is an inter-related metropolitan area.

Parade of Homes was first tried by the local builders in 1952 in the Casa View section. It was repeated in 1953 in South Oak Cliff. Last year, growth of interest by the builders necessitated two Parades of Homes on the north side of Dallas—one with 20 homes in the \$13,000 to \$18,000 class, the other with 20 models ranging from \$26,000 to \$40,000.

This year, Parade of Homes will show

in five units; 16 homes in Ridgewood Estates, Garland; 13 homes in Glen Oaks, south Oak Cliff; 14 homes in Lake Highlands Estates, near White Rock Lake; 15 homes in Midway Hills Addition No. 4, near Midway Road and Royal Lane; and 17 homes in Richardson Heights Addition, Richardson.

Each Parade of Homes unit will have uniform appearance as to parking and traffic arrangements, the entrance design, floodlighting of the exteriors of the homes, the customary free movies for the children, and other basic physical qualities exclusive of the homes themselves. However, designs and appearance of the homes will range from ultra-contemporary, transition and modern, to such traditional styles as French provincial and Williamsburg colonial.

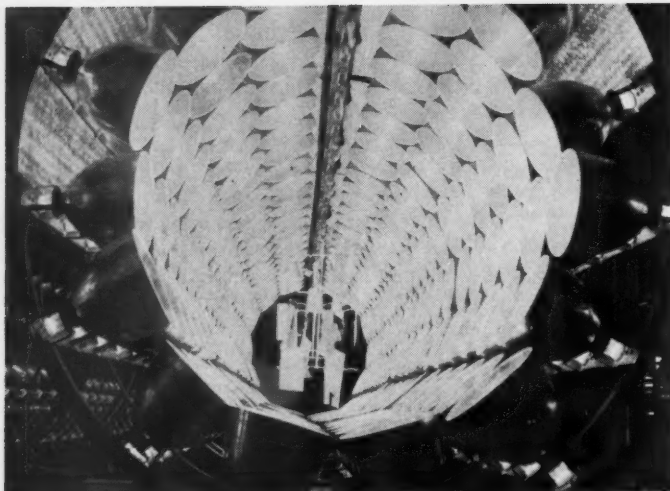
Another innovation this year is the official cooperation of the Retail Furniture Association of Dallas in the Parade of Homes. The Furniture Association is staging its first annual Fall Furniture Festival in conjunction with the Parade, which entails the complete furnishing of approximately half the homes in the Parade.

PARADE OF HOMES CHAIRMAN Robert Gump, left, and Herbert DeShong, Association executive secretary and Parade manager, discuss plans for the \$2,000,000 display of 75 homes built by 64 Dallas County builders for the Parade, open to the public September 9-18.



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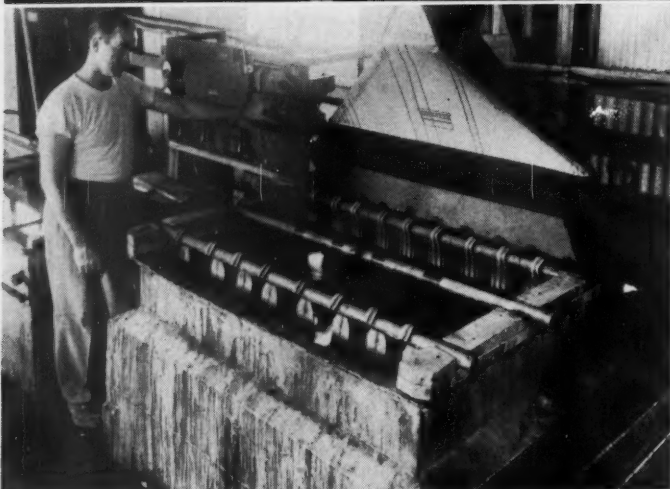
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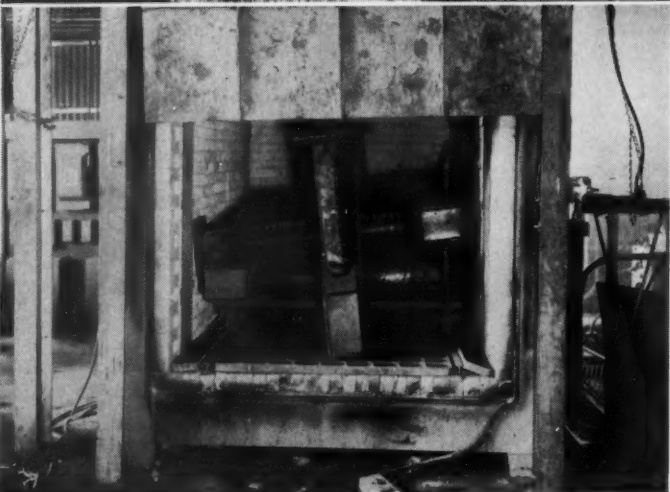
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Construction Progress Continues in Dallas

Downtown Office Building, Suburban Apartment Slated

TWO recently announced building projects will help keep Dallas' construction record as fourth in the nation. Spartan National Life Insurance Company will build the 15-story Vaughn Building in downtown Dallas, while Edward T. Dicker and Jerome Frank, builders, have announced a \$5,000,000 luxury apartment skyscraper to be built on Turtle Creek Boulevard.

Construction has already started on the new Vaughn Building, which is located at the corner of Commerce and Prather Streets, according to Jack C. Vaughn, chairman of the board of Spartan National Life. It is scheduled for completion in September, 1956.

Wyatt C. Hedrick, architect, has designed the building along contemporary lines. A decorative high spot of the building will be the deeply-recessed main entrance at street level where an ornamental terrazzo tile "carpet" of South American design will extend from the Commerce Street curb through the vestibule and lobby to the elevators. The building exterior will be white porcelain enamel, tinted plate glass and aluminum. Henry C. Beck Company is general contractor for the building.

Henry S. Miller, Jr., is exclusive leasing agent for the Vaughn Building. He has announced that the Henry C. Beck Company, the Henry S. Miller Company, as well as the Vaughn companies, will locate in the new building. Ground floor tenants will include the Manhattan Laundry, which will occupy part of the Prather Street side, and Vick's Restaurant, which will take up over 70 per cent of the entire main floor. The restaurant will have entrances from Commerce Street and the inside building lobby.

Another feature of the new building will be a four-room penthouse for the exclusive use of tenants in the building.

The Spartan National Life Insurance Company, which will own the Vaughn Building upon completion, was authorized to transact business in Texas in October, 1954. They are presently selling life insurance as an old line legal reserve capital stock company, with combined capital and surplus of \$422,501.00, according to their December 31, 1954, statement.

The 22-story luxury apartment building slated to be constructed on Turtle Creek Boulevard will contain 102 apartments, two penthouses and garage space for 200 cars. The building will be named 3525 Turtle Creek.

Construction is scheduled to start in September, with completion about a year later, according to the builders. Included in the project is a double swimming pool with cabana terrace, with a dining room seating 125 people overlooking the pool.

The building was designated by Howard R. Meyer. The entire structure will be fire-proof, using reinforced concrete construction.

One, two and three bedroom apartments will be available, each with private terraces and three exposures. Each penthouse will have its own garden. Averaging 2,500 feet of floor space, each apartment will have a kitchen with built-in electric stoves, dishwasher and ample cabinet space. There will be individual controls for air-conditioning in each room. A storage room for each apartment will be in the basement.

Luxury features for tenants include nightly car washing without cost, a central television aerial, clubroom, inter-communication system, and a laundry room equipped with washers and dryers.

The penthouses will have two garden terraces, three bedrooms, three baths, gallery, kitchen, breakfast room, storage



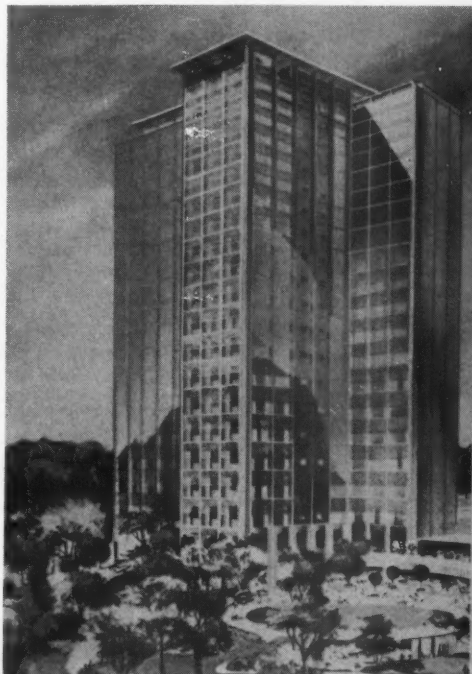
NEW OFFICE BUILDING for downtown Dallas is the 15-story Vaughn Building begun this month. Completion is scheduled for September, 1956, on the building to be owned by the Spartan National Life Insurance Company.

room and 12 closets. Each penthouse will contain more than 5,000 feet of space.

These two building projects are but two in the boom that is making Dallas a leader in the nation's construction. Dun and Bradstreet reports Dallas as No. 4 among American cities in the dollar value of building permits issued for the first four months of 1955.

Dallas' leadership in the construction business has been consistent through the years. Building contract awards in metropolitan Dallas have averaged \$142,700,000 per year for the last nine years.

LUXURY SKYSCRAPER apartment project will be constructed on Turtle Creek Boulevard between Lemmon and Holland. Slated to be started in September, the \$5,000,000 building is expected to be completed in about a year.



Jim Layne and Jack Hospers Win Double Life Membership Awards

TWO double life memberships in the Dallas Chamber of Commerce were awarded this month to Membership Committee members Jim Layne and Jack Hospers.

Jim Layne, commercial manager of Dallas' newest radio station, KCUL, has sold 208 Chamber memberships since September 21, 1954, and is aiming toward breaking the annual record of 215 set in 1950 by Louis Charninsky.

Membership Committee Chairman Hospers has sold 200 memberships since January, 1954. He is management assistant at Chance Vought Aircraft, Inc., and is the third oldest Chance Vought employee in point of service.

Life membership plaques are awarded to committee members who bring in 100 new members within 12 months.

New members for 1955, counted through August 16, total 1,314, which is well on the way to the goal of 1,955 new members in 1955. July new members numbered 146.

H. F. Allison Company, 4515 Prentice; H. F. Allison.

Texas Credit Union League, 1321 Young Street; C. W. Hudson.

Campbell-Ewald Company, 811 Fidelity Union Bldg.; George A. Back.

Pratt Laundry Service, 5019 Lovers Lane; Ira C. Pratt.

Jack E. Dale, 1502 Glenfield.

Carl A. Plant, 936 Hoke Smith Drive.

Houston Port Bureau, Inc., 313 Cotton Exchange Bldg.; John R. Weiler.

Orville McDonald Associates, 2102 Jackson; Orville McDonald.

Jamieson Brothers, 410 North Lamar Street; Emmett Jamieson.

Ridings E. Lee, M.D., 1511 North Beckley.

Airco Rubber Products, 1039 Levee; R. E. Finley.

Petro Solvents, Inc., 4721 Scyene Rd.; O. O. Ballinger.

Bloom's Edgewood Pharmacy, 1924 Grand; Stanley H. Bloom.

Modern Talking Pictures Service, Inc., 413-A N. Ervay; Ernestine Gilstrap.

Browne Window Mfg. Co., Inc., 10888 Harry Hines; G. L. Long.

Longhorn Gasket & Supply Co., 422 Singleton Blvd.; J. W. Roberts.

W. H. Buckholts, M.D., V A Hospital, 4500 S. Lancaster.

Harvey's Personalized Services, 2903 Welborn; Otto Harvey.

Warren R. Carter, D.D.S., 1518 Medical Arts Bldg.

E. G. Hamilton, Architect, 6882 Avalon.

John T. Clark Company, 5708 Maple Ave.; John T. Clark.

Marvin L. Gassman, 7014 Carnelia Lane.

Day & Night Cleaners, 2815 Live Oak; Buddy Thompson.

Frankfort Distillers, 1011 InsurOmedic Bldg.; M. U. Lacy.

Dicker & Frank, 911 St. Joseph; Jerome J. Frank.

Jimmy Rannels, Real Estate, 3122 O'Bannon.

Tru-Fit Sportswear, 6-135 Merchandise Mart; Edward E. Schatzman.

Robert K. Sands, Republic Bank Building.

H. P. Smith Company, 10549 Denton Drive; H. P. Smith.

Ambassador Hotel, 1312 South Ervay; David Tipps, C. R. Tipps and James E. Tipps.

William Susman Insurance Agency, 602 Great National Life Bldg.; William Susman.

R. A. Handley, 826 Kirby Building.

Paper Boxes of Texas, Inc., 3661 East Kiest Blvd.; Fred Zimmerman.

General American Investments, Inc., 1915 Live Oak; Emmet Morrow.

Walker Sheet Meal, 3153 Oak Grove; Joseph I. Walker.

National Chemical & Mfg. Co., 1308 Dragon; Allen C. Redding.

The Visador Company, 113 Dragon; J. D. Hall, Jr., C. E. Groves and Perry Lee Clack.

Lonnie Sutherland Agency, 613 Gulf States Bldg.; Lonnie Sutherland.

Texas Solvents & Chemicals Co., 2500 Vinson; W. R. Walker.

Collier's Shoe Stores, 1312 Elm Street; John Ewing.

Williams & Dunlap, 7722 Eastern; H. E. Williams, Jr.

E. B. Monzingo, Empire Security Corp., 2028 Ft. Worth Avenue.

Toole & Cunningham, 9000 Sovereign Row; Hugh M. Cunningham.

General Minerals Corp., Meadows Bldg.; S. Y. Guthrie.

J. L. Prince Trucking Company, 1850 Atwood; J. L. Prince.

Howard Cotton Company, Cotton Exchange Bldg.; Q. B. Curby.

J. Woodrow Rogers, 5409 Greenville.

Jim O'Boyle, Real Estate, 6021 Berkshire.

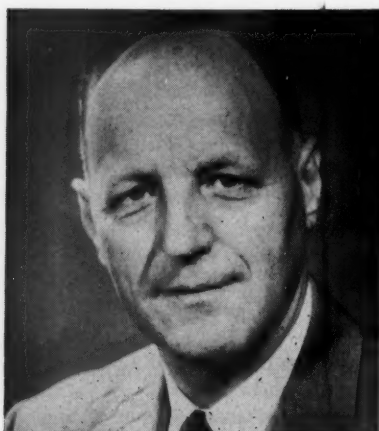
T. C. Bateson Construction Company, P. O. Box 7305; T. C. Bateson.

Jansen Construction Company, Inc., 1203 Powhattan; Harry E. Jansen.

LAYNE



HOSPERS



Maloney Crawford Tank & Mfg. Co., 1103 Fidelity Union Life Bldg.; O. A. Steiner.

Brake Bond Company, Inc., 2132 Hawes; Oscar A. Hoffman.

General Research Company, 5319 Junius Street; Vernon C. Pampell.

Cliff Delivery Service, 409 Second Avenue; N. D. Green.

C. O. Gardner, Jr., 2021 Davis Building.

Dr. John W. Drew, 1007 South Hampton.

Maurice Fereday, 6126 Wyche.

Electric Auto Lite Company, 1809 Tower Petroleum Bldg.; Max H. Smith.

Richard Englander, Inc., 304 South Record; Richard Englander.

Engineered Air Balance Co., 5526 Dyer; Walter L. Lipski.

Wilbur Baldwin, D.O., 5101 Ross.

Teleregister Corporation, 1230 National City Bldg.; A. Waraksa.

Central Transfer & Storage Company, 2639 Elm; Forrest L. Cannon.

Ted Skrodzki, 5415 Lobello Drive.

J. F. DePetrus, D.O., 5101 Ross.

S & H Green Stamps, 2914 Commerce; David M. Stamps.

Fred Farrow Auto Typist Sales, 1905 South Akard; Fred Farrow.

Ross Radio & Sound, 1606-08 North Haskell; Mike Endrizzi.

Charles Hawes, D.O., 5101 Ross.

Proctor Printing Service, 3206 Gaston; Frank Proctor.

T. M. Hobart, D.O., 6117 Berkshire Lane.

Lightfoot's Workshop, 2204½ South Ervay; William Lightfoot, Jr.

Lee Huckaby Motor Company, 4521 Ross; Lee Huckaby.

Lee Construction Company, 8505 Lockhaven; Leland G. Lee, Jr.

J & P Petroleum Products, Inc., P. O. Box 4206, Sta. A; W. B. Johnson and Ray M. Palmer.

John W. LaGrone, 5523 Dyer.

Alltex Precision Company, 1616 North Industrial; Keith W. Harper.

Tri-Cities Savings & Loan Ass'n., 3032 Mockingbird Lane; R. E. Shepherd.

Austin Paving Company, 1000 Singleton Blvd.; Walter Hill, Sam Gaddy, Warren Blackburn, W. W. Carnell and Sidney Steele.

Sleep-O-Pedic Mattress Company, 2010 Greenville Ave.; E. L. Autrey.

Avery Lumber Company, P. O. Box 6187—142 Avery; Tom M. Terry.

Letter to Dallas Architects

(Editor's Note: The letter below was sent to every Dallas architect not a member of the Dallas Chamber of Commerce by the Public Relations Committee of the Dallas chapter, American Institute of Architects. We felt sure it deserved to be reprinted for the benefit of the Chamber's general membership.)

A SMALL investment by each member of our Dallas Chapter A.I.A. will pay dividends in better community relations, and will make our profession a more potent and effective factor in greater Dallas. Membership in the Dallas Chamber of Commerce actually is a civic obligation for every professional and business man earning his livelihood in our community.

Over half of the Dallas Chapter A.I.A. are members of the Chamber, but certainly all of us should be. I'm enclosing a booklet, "Your Dallas Chamber of Commerce" and call your attention to page 4—"You benefit when Dallas gets a new business." I am also enclosing a circular pointing out that Dallas was fourth behind only New York, Los Angeles and Chicago in dollar value of building permits issued for the first four months in 1955. You know that didn't just happen—and you know it's good for everyone of us.

The Dallas Chamber of Commerce deserves a lot of credit for the way Dallas is going steadily ahead. The price to be able to hold up your head and say you're carrying your share of the load is just \$30.00 per year for each professional member of your firm. Certainly, no one can say that's too expensive, or that the Chamber doesn't deserve full support from everyone of us.

So, when you are contacted by one of the Chamber's Membership Committeemen, greet him with a smile and an affirmative answer. Remember, he believes in the Chamber strongly enough to donate his time. Or better yet, call the Chamber Membership Department at PR-8451, and make a date for someone to see you.

JACK CORGAN, A.I.A.
Public Relations Committee

Research Associates, 500 Second Unit Santa Fe Bldg.; Robert W. Mitchell.

Bennett-Osborn & Hall, Simons Building; Robert A. Hall.

Penland Distributors, Inc., 6614 Maple Avenue; Buford Penland and J. D. Paterson.

Calvin Ellis Decorators, 2814 Cyddale Drive; Calvin Ellis.

Parker-Fallis Insulation Company, 1704 Orleans; E. H. Parker and Perry Geiser.

Hansen-Bookkeeping & Tax Service, 214 Colorado, P. O. Box 5176; Robert G. Hansen.

Joe Lovett's Garage, 1317 East Saner; Joe Lovett.

Charles J. Kemp, 10582 Spangler Road.

Revaluation

(Members increasing their investment in the Dallas Chamber.)

ATLAS ROOFING & SUPPLY COMPANY
CARPENTER BROS.
COLLINS RADIO COMPANY
HAGGAR COMPANY
INWOOD CONSTRUCTION COMPANY
H. B. MOBLEY & BERT W. SPEED
NATIONAL BANKERS LIFE INSURANCE COMPANY
NEWMAN LETTER SERVICE
W. H. NICHOLS & COMPANY
F. S. OLDT COMPANY

O'ROURKE CONSTRUCTION COMPANY
L. A. PINNER CONSTRUCTION COMPANY
ROGERS PRINTING COMPANY
RESERVE LIFE INSURANCE COMPANY
STONELEIGH-MAPLES TERRACE, INC.
STORBECK & GREGORY SUPERIOR ELECTRIC COMPANY
TEXAS INSTRUMENTS, INC.
UVALDE CONSTRUCTION COMPANY
WHITTLE CONSTRUCTION COMPANY



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... his specialty ACCIDENT PREVENTION

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HOMER R. MITCHELL, *Chairman of the Board* A. F. ALLEN, *President*

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**TEXAS EMPLOYERS
INSURANCE ASSOCIATION**

HOME OFFICE • DALLAS, TEXAS

Dallas University President Takes Office

THE first president of the new University of Dallas will take office September 1—an indication of the quickening tempo in the program to provide Dallas with another four-year major institution of higher education. Two important steps in that program were taken during the past 60 days.

The first was the announcement that a 1,000 acre site had been chosen as the location for the future University of Dallas. The second was the selection, on July 10, of Dr. F. Kenneth Brasted as president of the university.

Both announcements were made jointly by the Most Rev. Thomas K. Gorman, Bishop of the Catholic Diocese of Dallas-Ft. Worth; Very Rev. Mother M. Theresa, provincial of the Sisters of St. Mary of Namur who will operate the university, and E. Constantin, Jr., chairman of the university's executive committee.

The site, selected from among 24 locations inspected by the executive committee during the past several months, is northwest of Dallas. The southern boundary will be along a line about a half mile north of Highway 183. The Elm Fork of the Trinity River will be the approximate northern boundary while on the west the Chicago, Rock Island and Pacific Railroad will be the boundary for part of the way. The eastern end of the property will border on Highway 183.

The property is approximately six and one-half miles west of the Love Field Terminal and about seven and one-half miles from the Dallas Union Terminal. Entrance to the campus will be via Wildwood Drive which is near the intersection of Loop 12 and Highway 183, approximately two and one-half miles from Tom Field Circle. The Crockett Co., Dallas, donated 160 acres to the site.

Dr. Brasted, the new president, was formerly national director of education for the National Association of Manufacturers, New York. He will resign that post August 31 to assume his new duties in Dallas September 1.

Well known in educational circles, Dr. Brasted attended Phoenix (Arizona) Junior College, the University of Florida, Columbia University, and received his Ph. D. from New York University. His major was college and university administration and his doctoral dissertation was in the field of education-industry cooperation.

The University of Dallas will be a four year, co-educational institution. It will be operated by the Sisters of St. Mary of Namur, an order of Catholic teaching nuns who have operated schools in Texas for over 80 years. The university will be open to students of all faiths.

Construction on the university will be-

gin this fall and it is planned that the first class will be admitted in September, 1956. At the start, the university will be designed to accommodate a student body of 500 men and women. A \$2,000,000 fund campaign last year was an outstanding success in raising funds to establish the university.



DISCUSSING the new University of Dallas are (left to right) E. Constantin, Jr., chairman of the university's executive committee; Walter Fleming; Very Rev. Mother M. Theresa, provincial of the Sisters who will operate the university; Dr. F. Kenneth Brasted, the new president, and Ed Maher.

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TOP FLIGHT

Visitors

BY FAR the most colorful visitor to Big "D" this month was octogenarian architect **Frank Lloyd Wright** whose functional designs have been both criticized and copied for over 50 years. Wright came to Dallas to discuss taking on the project of designing the city's new theater center to be located on a bluff overlooking Turtle Creek. During his visit, the world famed architect discussed the project with Robert D. Stecker, Dallas Theater Center president, Paul Baker, who will direct the model theater project and Paul Raigorodsky, chairman of the building committee. Scrambling over the rugged theater site Wright said "I didn't realize there were quite so many trees in Dallas." Asked why he has never had a Frank Lloyd Wright theater built, he observed "no one with money has ever asked me to build one." Dallas hopes to remedy this situation. If the theater center campaign is successful the city will have the first Frank Lloyd Wright theater.

★

Dallas' favorite war hero, **Audie Murphy**, opened his autobiographical film locally this month with record breaking



RIFLEMAN MURPHY
With 36th Division's Gen. Phinney

crowds. Murphy was greeted at Love field by members of the 49th and 36th National Guard divisions and escorted on a round of special appearances. A bust of the Kingston, Texas, native by Julian Bowes was unveiled during the ceremonies. Of the recruiting activities that accompanied Murphy's appearances, perhaps the most impressive was the swearing in of army recruits making up the "Audie Murphy Platoon." All 40 members of the platoon were sworn in by the World War II hero.



"YANKEE" MILLER
He's a Texan now...

Murphy is the nation's most decorated soldier, holding 24 awards including the Medal of Honor.

★

Mitch (Yellow Rose of Texas) **Miller** stopped in Dallas long enough to plug his hit recording. With the statue of General Robert E. Lee as a backdrop, Yankee Miller was made both an honorary Texan and citizen of Dallas by Chamber President Jerome Crossman. In turn, the new Texan conferred the title of "Miss Yellow Rose of Texas" on pretty **Maymerle Shirley**, 18-year-old Tyler Rose Queen. The theme of the revived Confederate marching song was carried out by members of



ARCHITECT WRIGHT
"so many trees in Dallas..."

the SMU Chapter of Kappa Alpha, which was founded by General Lee in 1865. The students were garbed in colorful confederate uniforms and presented Miller with a special scroll. A group of SMU coeds in traditional southern hoop skirts added their beauty to the bank of yellow roses furnished by the Tyler Rose Growers Association.

★

Delta-C&S Air Lines President **C. E. Woolman** called on the Civil Aeronautics Board to break the monopolies held on air service to the northeast in a speech before Dallas Kiwanians. Woolman called for the competitive service to give Dallasites "schedules that take them where they want to go at the time they want to go." The Delta-C&S chief told the Kiwanis Club that his airline is the logical one to give such service to the Dallas Southwest. The proposal for extending Delta's Dallas-Atlanta route to Washington and New York is now under consideration by the CAB.

★

A prediction of world wide travel by jet airliners by 1960 was made in Dallas by General **I. A. Aler**, president of KLM, Royal Dutch Airlines. The former Chairman of the Netherlands Combined Chiefs of Staff is on a tour of the KLM network in 20 countries. While in Dallas Aler was entertained by Braniff Airways President C. E. Beard.



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NOW, through arrangement with Illinois-California Express, Miller & Miller offers speedy thru-trailer service to and from the West Coast . . . to Denver, through arrangement with Denver-Amarillo Express . . . and to New Mexico through similar arrangement with Hill Lines, Inc.

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Dallas Firm Offers Exhibit, Party Service

The Freeman Decorating Company, 3004 Commerce St., has for 25 years specialized in serving commercial exhibits for conventions and trade shows. They have serviced such shows as the State Fair of Texas, Southwest Automotive Show, Southwest Retail Furniture Market, and other local and national meetings.

Another feature of Freeman's is a complete party service. They received national recognition for their party and banquet decorations for the Republic National Bank's opening party in November.

Freeman also provides props for sales meetings and creates special art work for various occasions.

★

ROBERT O. FREDERICK has been named associate editor of *Drilling*, an oil magazine devoted to the oil well drilling and well completion industry.

★

FRED M. GORE has been employed by the Rotex Company. He will design new packages for the firm's power tool attachment products.



Heads Hotel Group

Albert A. Ingels, sales manager of Hotel Adolphus, was elected president of the Southwest chapter of the Hotel Sales Managers Association at an organizational meeting this month. Also elected were: Albert Lyle of New Orleans, first vice-president; C. L. Gaskins of Houston, second vice president, and Ligon Smith of Dallas' Baker Hotel, secretary-treasurer. Jim Schaffer, general manager of the Lido Hotel in Dallas, was named a director.

Southwestern Bell Opens 19th Building

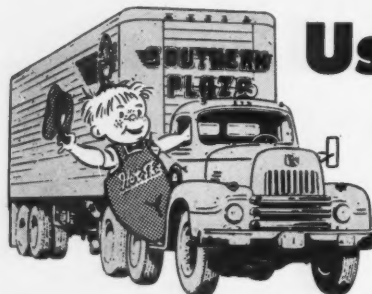
The 19th Southwestern Bell Telephone Company building in the Greater Dallas area has opened at Oats Road and Gus Thomasson Road. With an exchange prefix of Broadway 9 (BR9), it is serving an area north of Highway 80 and east of Shilo Road. Equipment for 1,500 telephones is being set initially and another 1,200 phones can be serviced in February, 1956, according to Ray Acker, Dallas division manager.

Most customers requesting telephones in the area can have them now, said Mr. Acker, but cable shortages will cause a few delays.

Another telephone building will be completed in October at Alpha Road and Preston, serving an area north of Forest Lane between Coit and Dooley Roads. It will house two exchanges, Adams 9 and Chestnut 8.

★

MRS. VANDORA CULVER REED has been appointed buyer of women's coats, suits and dresses for the three stores of E. M. Kahn & Company.



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For FASTER, THROUGH TRAILER SERVICE on Your West Bound Shipments

A new "CAL-TEX COMET" fleet has been added to Southern-Plaza's regular daily schedules between the Great Lakes and the Gulf to keep all West Coast freight constantly on the move in safer, faster STRAIGHT-THRU-TRAILERS! Now daily thru-loading speeds LTL and TL shipments on scheduled COMET operations between California and Texas and intermediate points.

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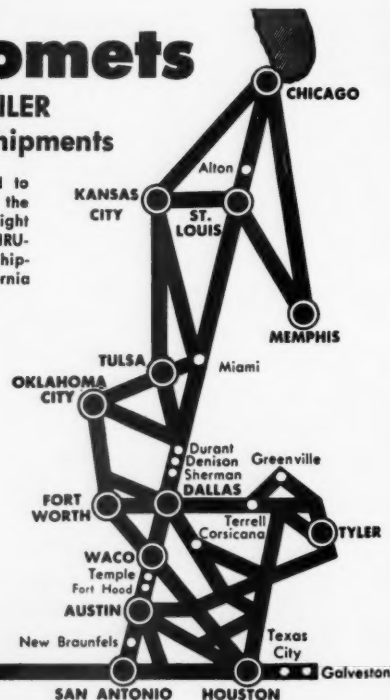
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Burch Named Director Of Famed Theater '55

Ramsey Burch has been named managing director of Dallas' famed Theater '55, which has been renamed the Margo Jones Theater '55, in honor of its late founder.

Mr. Burch has been associate director of the arena playhouse since October, 1951. During the last four winter and two summer seasons, he has directed more than half of the playhouse productions and has served as Miss Jones' consultant in play selection.

With the summer season over, the new director will go to New York to engage actors and choose scripts for the fall season which opens November 7.



BURCH

Mr. Burch's professional career began in the Midwest on graduation from the University of Chicago. He received a two-year scholarship to the Chicago School of Dramatic Art and for three seasons directed theaters in Illinois. He served in the Army Combat Engineers during World War II.

In New York he was director for three years of the Lighthouse Players of the New York Association for the Blind. After directing the New York production of "Angels Kissed Me" in 1951, Mr. Burch was signed by Margo Jones as associate director of the Dallas arena theater.

★

WILBUR T. TRUEBLOOD has become division sales manager of the new Southwestern sales area of Magic Chef, Inc. He is former merchandising manager for the range manufacturers in St. Louis, Mo.

★

J. W. CARVER has been named terminal supervisor for Southern Pacific Transport Company in Dallas. He has been at the firm's Victoria office since 1953.

HOW TO HELP SOLVE A PROBLEM

This year, 23% more cars in downtown Dallas than in 1950.

This year, 33 $\frac{1}{3}$ % more Classified parking facilities in downtown Dallas than in 1950.

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Manager

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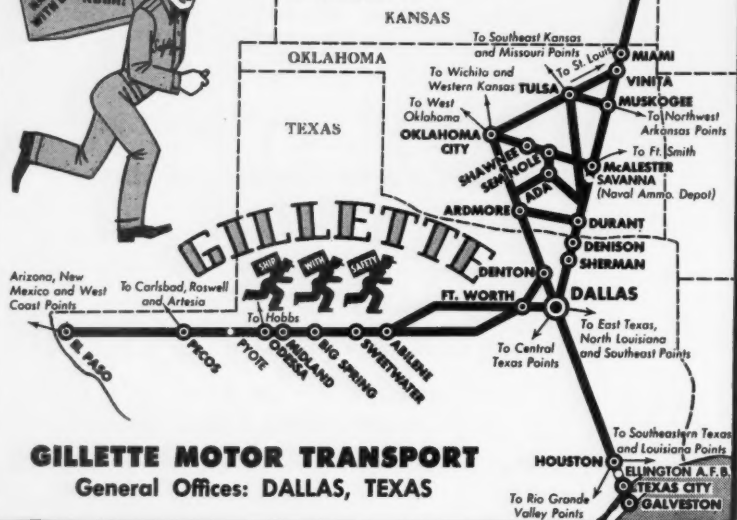
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The most complete facilities, whatever your insurance requirements.

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General Manager

L. D. Deere, Jr., has joined the Lone Star Tank Company, Inc., in the position of general manager. Mr. Deere majored in engineering at Arlington State and Texas A&M Colleges and for five years, during World War II, he was employed as chief draftsman in the maintenance division at Kelly Air Force Base, San Antonio. A registered professional engineer, his background also includes experience as a design engineer, fabrication inspector and fabricated equipment purchasing agent with the Dow Chemical Company at Freeport.

Club Rooms Opened. The City Club, Dallas' oldest club for men, has opened its new, luxurious club rooms on the 25th and 26th floors of the Adolphus Tower Building. Large window areas on three sides give the clubrooms a magnificent view of the city. Wyatt Hedrick was the designing architect, and J. O. Lambert, Jr., handled the interior decoration. A broad, "floating" stairway is a focal point of the basically contemporary quarters. Rare collectors' items are included in the furnishings.

Blind Plant Opens. The Sam A. Wing Company, Inc., has opened its plant at 5035 Willis Avenue, off Central Expressway, featuring what is described as "the most modern and complete window decorating showroom in the Southwest." The new showroom is designed to serve better the firm's dealer, contractor and decorator customers, according to Sam A. Wing, Sr., president. To be seen in the new showroom are the complete Wing line, including wood slat, steel slat, and aluminum slat models, and both wood head and metal head styles.



Nurse Recruiting Officer

Captain Nan L. Porter has recently been selected as nurse personnel procurement officer for the Air Force Nurse Corps in the Dallas area. Former supervisor of the Psychiatric Nursing Section at Lackland Air Force Base Hospital at San Antonio, Captain Porter is assigned the five-state area of Texas, Oklahoma, Arkansas, New Mexico and Louisiana.

★

Division Expanded. The Straus-Frank Company has announced expansion of its air conditioning division to encompass a territory reaching from Oklahoma to the Gulf of Mexico. At the same time, the Worthington Corporation has announced appointment of Straus-Frank as contractors and distributors of Worthington year-round air conditioning equipment. Alliance of the two firms and expansion on the part of both were disclosed by Robert D. Straus, executive vice president of the Straus-Frank firm, and Matt Lawler, vice president of the Worthington concern. Straus-Frank was founded in 1870; Worthington, in 1840.

★

Sanger Sets Opening. Greatly expanded facilities of Sanger's Highland Park Village store will be opened this fall, according to Henry X. Salzberger, Sanger's president. The enlarged store will have more than 30,000 square feet of space, part of which has been set aside for a post office station as a convenience for area shoppers and as an accommodation to the Post Office Department. The misses, junior and women's sportswear departments will be much enlarged and men's furnishings will have a great deal more space. New departments will include fabrics, linens, curtains, drapery and giftware. An escalator at the center of the enlarged store is planned.

DALLAS • AUGUST, 1955



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SALES



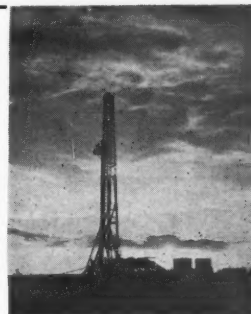
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Oil and gas company purchases contribute much to the prosperity of the whole Southwest.

For bolts and boilers, metals and machinery, pipe and production tools, thousands of orders go out from the major companies each day. Their value runs into many millions each month.

Purchasing's contribution to the area's economy is to be the theme of the *Fifth Annual Oil Progress Issue* of The Southwestern Purchaser. The Southwestern Purchaser is the magazine of the Purchasing Agents Associations of Texas and Western Louisiana.

You can order advertising space in this issue with full assurance that it will be seen by practically every major oil, gas and petrochemical company purchasing agent and department in Texas and the Ark-La-Tex area.

Seventy oil industry advertisers had space in the 4th Annual Issue.

Issue closes September 25. Write now for rates and circulation information.

THE SOUTHWESTERN PURCHASER

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Promotions Announced by 7-Eleven Stores

President Clifford Wheeler of the 7-Eleven Food Stores has announced promotion of four Dallas employees. William J. Smith, (right), has been promoted to Dallas senior supervisor, and Sam B. Wright, (left), and Leon L. Montgomery have been made supervisors in Dallas. Cecil Sumrow has been transferred to San Antonio, to manage the firm's newly created district there.

ALD Leases Building. ALD, Inc., national distributors for Westinghouse laundry equipment, has leased a building now going up at 1540 Edison in the Trinity Industrial District, according to O. G. Andrews, district manager of ALD for the Southwest. The firm has home offices in Chicago, and branches in Los Angeles and New York. Williams and Wagner Construction Company is owner of the projected building on Edison and the general contractor. Harry Garrett handled the lease.

Apartments Opened. The Centex Construction Company has opened a luxury-type apartment project designed specifically for families with children. Called the Shadywood Terrace Apartments, the project is located along each side of Shadyside Lane, just off the 7100 block of East Grand and extending to Lindsley. The apartments have year-around air conditioning and swimming and wading pools for tenants' use.

Architect Appointed. Valwood Park developers have named Harwood K. Smith and Associates as architect for Valwood Village, 42-acre shopping center to be built in the addition. The center, being planned as one of the nation's most modern and complete, is on the Smith firm's drawing boards. It will serve some 3,500 homes in the community. Henry S. Miller Company, realtors, has been named to handle leasing of office and retail space in Valwood Village.

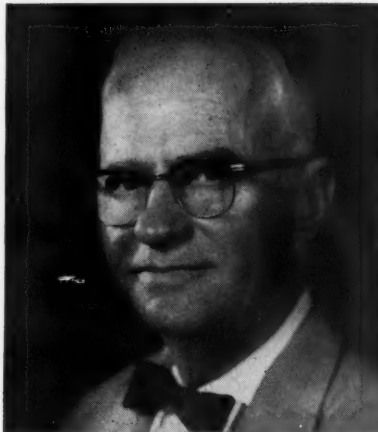
Hawk Opens Offices. The R. L. (Pete) Hawk Company has opened offices at 1218 Mercantile Securities Building and 727 Meadows Building, to provide real estate specialist services for both suburban and downtown planning of business properties. Mr. Hawk said the new company will specialize in industrial districts and shopping centers as well as other forms of commercial and industrial developments. Mr. Hawk formerly was an agent for one of Dallas' largest real estate firms.

Building Begun. The Texas Credit Union League and the Members Mutual Insurance Company have begun construction on a one-story home office building at Ross and Annex. President C. W. Hudson of TCUL and R. E. Miller, president of Members Mutual, were on hand for a groundbreaking ceremony. L. P. Davis, treasurer of the insurance firm, is chairman of the joint building committee. George L. Dahl, Architects and Engineers, designed the \$250,000 building. Baeco, Inc., is general contractor.

Named City's Agent. Rauscher, Pierce & Company will act as financial agent for the City of Dallas in preparing information for the sale of revenue bonds for Love Field. The bonds will pay for expansion of Love Field, including the building of new operations bases there for airline and other airport tenants. The financial firm will not receive a fee but will be reimbursed for expenses not to exceed \$5,000.



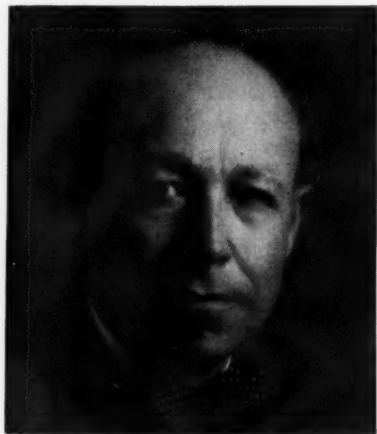
CEDRIC BURGHER



D. EASLEY WAGGONER

United Fidelity Life Promotes Top Executives

Three top executives were named by the United Fidelity Life Insurance Company at a recent meeting of the company's board of directors.



VERNON SINGLETON

D. Easley Waggoner was elected chairman of the board, Cedric Burgher was named president, and Vernon D. Singleton was appointed executive vice president.

Mr. Waggoner was co-founder of the company with his late father, D. C. Waggoner. He has served as vice president, general manager and president of the Dallas company.

A member of the original board of directors of United Fidelity, Mr. Burgher was vice president before being named president. Mr. Singleton joined the company in 1942 and was formerly assistant vice president and vice president.

The Dallas-based company has also announced an increase in assets to \$34,651,000, following the presentation of the semi-annual statement. Capital and surplus totals more than \$6,900,000 and there is more than \$132,000,000 insurance in force.

Declares Dividend. United Bankers Life Insurance Company has declared a 20-cents-per-share semi-annual dividend on all the company's common stock to all stockholders on record June 30, 1955. The board of directors voted to release the remainder of its treasury stock and offer it for subscription to present stockholders only. The company, organized in July, 1946, has raised more than \$1,500,000 in capital and surplus without employing a stock sales force, according to Don J. Willmon, president.

Carrier Purchased. Red Arrow Freight Lines, Inc., common motor freight carrier between 345 Texas cities and towns, has been sold to a group of Dallas, San Antonio and Houston businessmen who have organized the Red Arrow Securities Corp., headed by Laurence Wingerter of San Antonio. Other officers of the new holding firm are Leslie Byrd, vice president, and J. H. Powell, secretary-treasurer. They, Mr. Wingerter and Sylvan Lang of San Antonio and D. Gordon Rupe of Dallas form the board of directors.

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A. Harris Marks Opening of Oak Cliff Store

A SLASH of red, white and blue ribbon with gold shears by Dallas Mayor R. L. Thornton marked the opening of A. Harris & Company's first suburban store in Oak Cliff on August 15. A happy crowd looked on as 1,000 pigeons fluttered skyward to signal the public opening of the store.

Prior to the ribbon-cutting ceremonies, Reverend Fred Adams, minister of the Aldersgate Methodist Church, delivered the invocation which was followed by speeches of welcome and dedication by Mr. Arthur L. Kramer, Jr., store president, Mr. Leon A. Harris, Jr., vice president, and Mayor Robert L. Thornton.

With floor space of 103,000 square feet, the new suburban store is almost an exact duplication of the downtown A. Harris & Company in merchandise, and even has some departments not included in the parent building.

Completely contemporary in its architectural style, the store has three floors with escalators to carry shoppers from one level to the next. The three levels—lower level, mall level, and upper level—contain a total of 75 departments.

The lower level of the store is devoted to fabric departments and departments for the home. Contrasts of muted golds,

white, charcoal and terra cotta are in harmony with the fixtures and furnishings.

Ready-to-wear for men and women and departments for accessories on the Mall Level of the store have skillful handling of grays, beiges, browns, charcoal and off-white as their striking background lightened only with soft pink.

The Upper Level of the store is primarily for youngsters from infants to high school age. Its color scheme is youthful and gay in a riot of uninhibited color.

One of the special attractions of the new store is the fully equipped 25 operator beauty salon which handles all beauty services, including a smaller salon for youngsters.

The Oak Cliff Community Room is an auditorium built by A. Harris & Company for the use of Oak Cliff Women's Clubs and other organizations for their meetings and programs, as well as for the use of special programs and fashion shows presented by the store itself. The auditorium is equipped with special lighting and loud speaker equipment and has a seating capacity for 175 people.

The exterior of the three-level store represents the first building in the world to be constructed of permanently colored brick. The front facade of the building

is an expanse of Italian glass mosaic tile imported from Murano, Italy.

Original design of the store and entire Center was executed by Welton Becket, F.A.I.A. and Associates of Los Angeles, California. The Dallas architectural firm of Smith & Mills was chosen to work with Mr. Becket in developing his plans. The interior decoration for the spacious store was handled by Mr. James L. Hodges, Director of Store Planning, and Miss Melaine Kahane, nationally famous Interior Designer.

Parking will be no problem to store customers because the new store features a spacious parking area for 2,500 cars. A delightful shopping atmosphere is achieved by the mall which is completely landscaped with shrubbery and plants and has reflection pools, statuary, and resting benches for the benefit of weary shoppers.

The A. Harris & Company Oak Cliff Shopping Center includes many important "firsts". It has the Southwest's first underground truck delivery drives, the first electronic control panel to regulate temperature throughout the Center, and represents the first completely integrated shopping center in the Southwest.

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LAKE JUNE SHOPPING CENTER in Pleasant Grove is another modern new building making a strong bid for retail business through visual fronts and Binswanger glass products. The center was designed by architect Charles Armstrong of Fort Worth, and built by the Carrollton Construction Co., of Dallas, for Majors and Majors, owners.

BINSWANGER & CO. of Dallas is pleased to have furnished and installed the 11 Brasco doors and Brasco Safety-Set metal; 1/4" L-O-F polished plate glass and the canopy fascia which provides a comfortably shaded walk for potential customers.

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Terminal Manager

H. H. Pulley, Dallas terminal manager for Red Arrow Freight Lines for five years prior to 1953, has been reassigned to the Dallas terminal, it was announced by Laurence Wingerter, Red Arrow president. Mr. Pulley will supervise activities of the more than 100 Red Arrow employees assigned to the company's Dallas terminal and office. Mr. Pulley has been in charge at the company's San Antonio terminal for the last two years and formerly served the lines at Waco and Houston.

★

J. A. HUDSON has become a distributor for the Mooney Mark 20, new four-passenger airplane designed and made by Mooney Aircraft, Inc., of Kerrville, Texas.

★

GEORGE E. STRATMAN of Arkadelphia, Ark., has been named manager of the Dallas Presbyterian Book Store. He is a Presbyterian elder and native of Chicago, who has had 25 years in the book store business.

★

KENNETH W. ROBBINS of Otis Pressure Control, Inc., has been named to manage all the firm's service operations. A Texas Tech graduate, he has been with Otis since 1946.

★

A. H. SPIEGEL has been named auditor for the Statler Hilton Hotel and will come to Dallas from the Hilton Hotel in El Paso. The Statler Hilton is scheduled for opening in the fall.

★

OSCAR W. TICE, JR., has been promoted to Southwest manager for Chadborn Hosiery Mills, with headquarters in Dallas.

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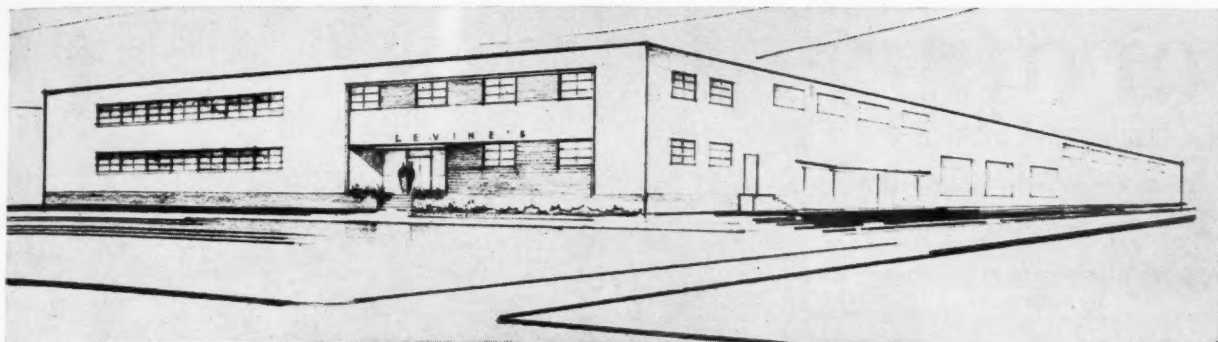
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Work Started on New Home for Levine's, Inc.

A new 45,000-square-foot general office and warehouse building has been started at 8908 Ambassador Row in the Brook Hollow Industrial District for Levine's, Inc. President Morris Levine said the firm, which operates 35 stores in the Southwest, including six in Dallas, will occupy the new build-

ing about the first of next year. Ten thousand square feet of the building will be for general offices, the balance for warehousing. Clifford K. Williams, architect, designed the building for the two-acre site. General contractor is David Asch & Company of Dallas.

Leases Warehouse. Amatex, Inc., a structural roof deck company, has leased a new 4,500-square-foot warehouse at 1835 Hinton Street. Amatex specializes in lightweight concrete and gypsum roof deck materials. J. G. Towner is Dallas manager. Horace E. Vail of the Henry S. Miller Company handled negotiations for the lease.

Studio Expanded. Arno's Interiors has redecorated its studio at 4114 Maple and added 1,600 square feet of showroom space. The nine-year-old firm, owned by Arno Raphael, carries drapery and upholstery fabrics and has a custom furniture making shop. Architect for the addition was Ed Willimon. Swartz Construction Company was contractor.

DREB Adds Members. The Dallas Real Estate Board has added three active and three affiliate members. R. L. (Pete) Hawk, the Smith & Bishop Realty Company and Winston Rodgers & Company are the new active members. The others are Jules Herlong, Robert W. Hollin and Stephen L. Mayo. The board, largest in Texas, now has 916 members in all.

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Health Educator for Dallas TB Association

Albert L. Greer, (right), chairman of the personnel committee and treasurer of the Dallas Tuberculosis Association, welcomes B. G. Loveless to his new position as health educator for the association. They are pictured at headquarters of the association at 3925 Maple. Mr. Loveless is former health educator for the Dallas County Health Department.

Hotel Modernizes. The Mayfair Hotel has completed a thorough modernization project, in which all rooms have been furnished with modern furniture and have been redecorated in a project embracing the whole building, from lobby to top floor, according to Owner Jack W. Tucker and Manager J. W. Little. The lobby has been "glamorized" by designer Charles Bundo and new venetian blinds and drapes have been installed throughout the hotel. Landscape artist Naud Burnett designed a tiny garden for the Ross Avenue side of the Mayfair.

★

Mills Branch Here. The Southern and Southwestern branch office of Kendall Mills has moved to Dallas from St. Louis, Mo., and located at 568 Merchandise Mart. W. L. Ragan heads the textile firm's branch offices and will be responsible for activities in a 16-state area. Kendall Mills is a division of the Kendall Company, located in Walpole, Massachusetts.

★

Bank Completes Job. The Greenville Avenue State Bank has opened its expanded parking, drive-in banking and night depository facilities. Located at 1827 Greenville, the bank now has a total of 15,000 square feet of new free parking area, including two drive-in teller windows and a second night depository vault, according to Estes A. Chancellor, president.

New Offices Opened. Continental Air Lines has opened sales, public relations and publicity offices in 519 Adolphus Tower. Charles A. Bucks is district sales manager, and Jack R. Kemp is manager of public relations and publicity. Both Mr. Bucks and Mr. Kemp formerly were associated with Pioneer Air Lines, which became a part of the Continental system on April 1, 1955.

★

New Facilities. An open house was held to mark the formal opening of new facilities for Dudy's Catering Service and Carren's Flowers, related firms at 5814 Lovers Lane. The individually operated firms are headed by Seymour Carren, floral decorator who moved from 3928 Cedar Springs, and Dave Razkind, who has enlarged Dudy's facilities for service at parties, weddings and dinners.

★

Firm Expands Again. Strauss, Golman and Goldman, manufacturing of gilt packages, have leased a building now under construction at 1525 Edison in the Trinity Industrial District. This is the third expansion for the company, which was established in Dallas in 1951. Present quarters are at 1840 Levee Street. Williams and Wagner Construction Company is general contractor for the brick building. Jim Wimberly, of Hudson & Hudson, Realtors, handled lease negotiations.

Everts' New Quarters Presented to Public

Pageantry and atomic-age science were combined for the presentation to the public this month of Arthur A. Everts Company's new store at 1615 Main. Almost 12,000 persons visited the pioneer jewelry firm's new home on opening day. And for days afterward, the store was filled by visitors who came to admire Everts' modern showrooms and special exhibits.

Formal opening ceremonies employed an electronic gadget that snipped a solid platinum ribbon and sent up a column of smoke and flame when Dallas' Mayor R. L. Thornton aimed the gleaming light of a 75-carat, \$100,000 diamond into the "eye" of the device.

Transfer of the store's multi-million-dollar treasure of gems, jewelry, silver and objects d'art from the old location at 1815 Main was made earlier in a heavily policed logistical operation which, in addition to its practical aspects, also provided a colorful Saturday morning downtown parade.

Three vehicles, each representing a period since the jewelry store was founded in 1897 by the late Arthur A. Everts, were occupied by drivers and models attired in the mode of each era. These were a 1897 landau, drawn by prancing horses, a 1915 Locomobile touring car and a 1955 Chrysler.

The models wore and carried more than half a million dollars worth of gems and other jewelry the short distance between the old store and the new.

Myron Everts, president, paid tribute to the vision of his late father during the opening ceremonies. Frank Everts, vice president, and Tim Welch, secretary-treasurer, spoke briefly.

Said Mayor Thornton: "Stores like this make Dallas the great city it is. A few more will make Main Street here the Fifth Avenue of the Southwest."

★

Regional Office Opens. The Engineered Air Balance Company of Hartford, Conn., has opened a Southwest regional office in Dallas. The company will maintain a staff of engineers to perform advisory, liaison and balancing of the installation of air conditioning systems.

★

Biscuit Plant Set Up. The Bowman Biscuit Company of Texas has opened a branch office and warehouse in Dallas for the first time and started operations at its new building at 2438 South Central Expressway.

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Gigantic Commercial Center Planned

Exchange Park, a city within a city, shown by an architect's drawing, will be one of the world's largest commercial centers. Plans for the 120-acre development, announced by William A. Blakley, include five office buildings, a hotel, retail shops and department store, a medical center and a market and service center. The project will be located on Harry Hines Boulevard, between Mockingbird Lane, Inwood Road and Maple Avenue. Construction will begin in August and is expected to take five years to complete. Architects, engineers and site planners for Exchange Park are Lane, Gamble and Associates. Site engineers are Powell and Powell. Blum and Guerrero are the mechanical engineers. All are Dallas firms.

Junior Chamber Awards Won by Dallas Group

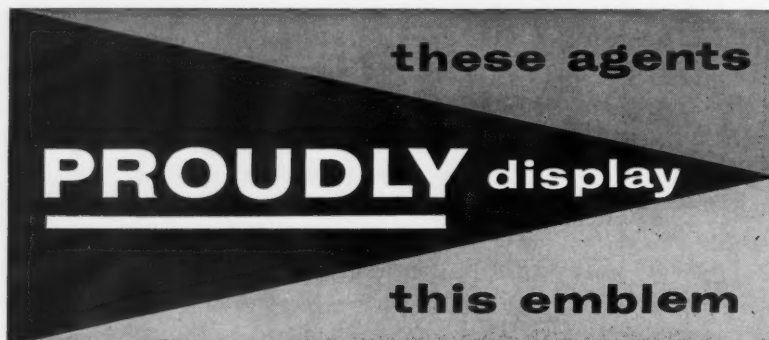
The Dallas Junior Chamber of Commerce won six first-place awards in competition in 1954-55 events among larger cities, it was announced recently at the Jaycees' national convention in Atlanta, Georgia.

The Dallas Jaycees were divisional first-place winners (for cities above 250,000) in fire prevention, international relations, membership and personnel, fine arts, inter-club relations and religious activities.

Attending the Atlanta convention was a 20-man delegation headed by Tom Dye, Jr., retiring president of the Dallas group.

★

New Safeway Slated. Safeway Stores has started work on a new \$250,000 market in the \$35,000,000 Lochwood Shopping Center and addition in Northeast Dallas. The building will be the largest Safeway store built in recent years in the Dallas area, according to Division Manager Earl Cliff. It's Safeway's 29th Dallas County store.



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Bateman Insurance Agency
Beachum, John H., & Son
Beavers, Joe, Insurance
Bettes Ins. Agcy. of Dallas
Bibby, Haughton & Bibby
Binford Insurance Agency
Blanton, Thomas & Co.
Bolanz and Bolanz
Bomar, Henry H., Ins. Agcy.
Bond, Tom L., Agency
Brannan Insurance Agency
Brilliant, Abe I.
Burke, John L., Co.
Burkholder Ins. Agency
Burton & Wilkin
Bywaters Insurance Agcy.
Chamberlain, George E.
Cochran & Houseman
Coleman, Shelly
Corrigan-Jordan Ins. Agcy.
Cox, George A., & Co.
Cox, George F., & Co.
Cox & Stailey
Crocker, R. H., & Co.
Crow, C. W., & Co.
Crum, Lee, Ins. Agency

Cullum, J. D., Co.
Coker, M. L., Ins. & Loans
Crossman, G. W., Agency
Davis, Lyn E., Agency
Dean, E. G., & Co.
DeLay, Clyde, Ins. Agency
Dexter, Chas. L., & Co.
Diffey, W. A., Jr., Agency
Down, Frank C., Co.
Duncan, Guy S., Ins. Agcy.
Echols Insurance Agency
Ellis-Smith & Co.
Elmore, Derrill G., & Co.
Ferguson, Tom C.
Fitzwater, Tim, Insuror
Flowers Ins. Agency
Fogleman, Wilbur H., Ins.
Francis, Shirley M.
Garrett, Floyd, Co.
Greaves, Sidney D., & Son
Green, Glynn O., Agency
Green, Sidney F., & Ligon
Grinnan, Lewis, Co.
Gulledge, Hal A., Co.
Gump and Gaynier
Hadsell, J. C.
Hall, Howard M.
Hamman, Gaston, Agency
Hardy, R. L., Agent
Harris, Felix, & Co.
Harris & Huffhines Agcy.
Hartley, Walter G.
Henry, E. Cowden
Hogan, Geo., Ins. Agency

Holland, W. M., Agency
Holt, J. Frank, Co.
Hooker, S. H.
Howell, Rouse, Insurance
Hunt, Carl H.
Jackson, A. D., Agency
Jacobs, Joe, Ins. Agency
Jones-Calvert Co.
Jones, Ted, Agency
Jones-West and Johnson
Julian & Cochran
Kaufman, Phil H., Ins. Agt.
Killough, M. N., & Co.
Kirkpatrick-Thompson Co.
Kirsch, August
Kline, W. E., & Co.
Lang, J. Fred, Agency
Lett Insurance Agency
Levi, Chas. A., & Sons
Lindsley, J. W., & Co.
Love Insurance Agency
McClure, Geo. D., Agency
McCormick, Geo. W., Ins. Agency
McElyea, Geo. W., Co.
Mallinson, Fred, & Co.
Mangelsdorf, J. W., Agcy.
Manton, Henry, Agency
Markham, C. M., Ins. Agcy.
Maxon-Mahoney-Turner
Mendenhall, J. S., Ins. Agency

Merritt Insurance Agency
Mincer, Sylvan A.
Mittenthal, N. E., & Son
Mohon, J. W., & Co.
Moore, Harry R., Agency
Morrison, Lake Agency.
Moser Company
Munger & Moore
Murchison, Kenneth, & Co.
Murray Insurance Agency
Nash, A. G., Co.
Noel, Dave, Agency
Norwood, Jones W.
O'Beirne, C. B., & Co.
Owen, Arthur L., Co.
Parrish, W. D. (Bill), Insurance Agency
Patrick, C. M. (Pat)
Pearlstone & Elliott
Pearly Insurance Agency
Pierce, Fred A.
Prendergast, A. C., & Co.
Priddy, Ross, Agency
Ragland Insurance Agency
Raines, A. C., Ins. Agency
Reilly, Wm., Agency
Reinhardt, I., & Sons
Rembert, David, Agency
Renz, Stagg, Agency
Roberts, Wiley, & Sons
Roeder & Moon
Rose, Rose & Crutcher
Rucker, T. M., & Co.
Scheid, Max, Agency
Seay & Hall

Shaw & Hornberger
Shelton & Bowles
Shelton, Ray, Insurance
Simons Insurance Agency
Simpson & Cathey
Slaton, Jas. B., Ins. Agcy.
Slay & Co.
Smith, Cruger T., Agency
Snell, David M.
Spurgin, Ben., Ins. Agency
Steele-Fonda Co.
Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Susman, Wm., Agent
Doc Swaiwell
Taylor, Roy L., & Son
Teeling Insurance Agency
Thomas, Loving & Wright
Thrash, Howard G., & Son
Troth, S. H., & Co.
Tucker-Manning
Threadgill, Jack
Waldman Bros. Ins. Agcy.
Wallace, Jim, Agency
Watson-Herring Ins. Agcy.
Weatherford, Bill, Ins. Agency
Whitman, Joe, Ins. Agency
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Wimberly, Werth, Agency
Works, George W.
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New President

R. L. Patrick has been elected president of Airmaid Hosiery Mills of Dallas and New Braunfels. Mr. Patrick, a 30-year veteran of the drug field, has been sales manager of Airmaid since 1950. He was elected vice president in 1953. Airmaid, active in the hosiery field, has sold exclusively through drug stores since 1929. Principal knitting mill and production facilities of Airmaid are at New Braunfels, with finishing operations and sales handled at Dallas. Mr. Patrick will divide his time between the two company points.

★

Work on District Begins. Work on the West Trinity Industrial District and its first structure got under way recently. President Charles S. Sharp of Southern States Properties, Inc., said the initial building will have 66,000 square feet and will be leased by Inter City Trucking & Warehouse Company. The district will have 5,600 feet of frontage on Irving Boulevard and will cover some 190 acres. It will be directly connected with the projected Stemmons Expressway and will be served by the Texas & Pacific and Cotton Belt railroads. J. H. Williams & Company is architect and engineer for the first building, to be owned by Southern States. Contractor is Hugh A. White & Company and Ernest M. Chisholm handled the real estate negotiations.

★

District Sales Office. Congoleum-Nairn, Inc., of Kearny, New Jersey, manufacturers of hard surface floor coverings, has opened a new office at 1330 North Industrial Boulevard in the Trinity Industrial District. H. D. Jenschke is manager of the office, and George P. McCaig is district sales manager. Tom Whitley, associated with Howell H. and Jack D. Watson, Realtors, negotiated the lease for the new quarters.

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507 Waterman, Texarkana, Texas	
Jimmy Bowen	4-8824
3711 Frederick, Shreveport, Louisiana	
Kenneth Horton	2-8322
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H. G. King	2-6102
2325 North 44th Street, Waco, Texas	
Glenn Wells	FA-0909
11607 Fernald Avenue, Dallas, Texas	
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Branch Manager, 944 South Lamar	
N. C. Donley, Asst. Branch Manager	RI-3521
Otto Thorsted, Counter Salesman	RI-3521
Earle Waggener, Counter Salesman	RI-3521
Otto Gleiser, Counter Salesman	RI-3521
John Creel, Counter Salesman	RI-3521

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J. G. Borden	UN-6757
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1834 Pech Road, Houston, Texas	
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914 Axilda Street, Houston, Texas	
Harry Morgan	HO-5-3673
1322 Centennial, Houston, Texas	
William Hengst	32059
P. O. Box 30, Bryan, Texas	
Claude Hill, Jr.	OX-2-1780
821 Barkley, Houston, Texas	
Gordon Bostwick	AT-9411
Branch Manager, 2120 McKinney Street	
A. R. Frisby	AT-9411
Assistant Branch Manager	
L. D. Griswold	CH-2964
Counter Salesman	
C. C. Hamilton	MI-9-7788
Counter Salesman	
R. E. (Bob) Jones	MY-6160
Counter Salesman	

SAN ANTONIO

Fred Barnhouse	TA-6-6189
241 East Oakview, San Antonio, Texas	
C. E. (Bill) Robbins	89846
Route 7, Box 87, Austin, Texas	
Jimmie R. Carroll	HI-3-2172
204 West Sabine Street, Victoria, Texas	
Gerald Lutz	UL-2-0027
904 Cunningham, Corpus Christi, Texas	
Walter Maessen	CA-7-2665
820 Augusta, San Antonio, Texas	
Earl Eyhorn	GA-3-6463
1706 North Parkwood, Harlingen, Texas	
L. H. Camp	TA-21254
258 Brettonwood Drive, San Antonio, Texas	
Ken Richardson	879
1222 North High, Uvalde, Texas	
C. V. Griffing	CA-6-0301
Branch Manager, 1300 South Alamo at Guenther	
W. R. Schreiner	CA-6-0301
Counter Salesman	
Cecil Calhoun	CA-6-0301
Counter Salesman	
Pat Farrell	CA-6-0301
Counter Salesman	

OKLAHOMA CITY

Scott Selvidge	JA-8-3696
2428 West Park Place, Oklahoma City, Oklahoma	
R. W. Barrett	WI-2-6594
3145 N.W. 39th Terrace, Oklahoma City, Oklahoma	
John Holloway	ME-4-7157
2609 South Penn, Oklahoma City, Oklahoma	
Lewis Manning	WE-2-2904
748 South Quebec, Tulsa, Oklahoma	
D. D. Phelps	JA-4-3519
721 N.W. 26th Street, Oklahoma City, Oklahoma	
Harold O. Porter	WE-9-6081
1520 South Lewis Place, Tulsa, Oklahoma	
Leonard Aldridge	3751
923 North C, Duncan, Oklahoma	
Robert G. Owens	MU-2-6037
2119 Elgin Street, Muskogee, Oklahoma	
John A. Merilatt	118
P. O. Box 182, Arnett, Oklahoma	
Leo Spann	CE-2-4187
Branch Manager, 814 West Grand Street	
Bruce W. Baker	CE-2-4187
Assistant Branch Manager	
Aaron L. Thompson	CE-2-4187
Counter Salesman	
Carlos Downing	CE-2-4187
Counter Salesman	
Ed Ralston	CE-2-4187
Counter Salesman	

LUBBOCK

Paul Willis	5-7268
2224 26th Street, Lubbock, Texas	
Marvin Swindle	38832
912 MacKenzie, Hobbs, New Mexico	
Joe G. Dutton	2-2779
3217 37th Street, Lubbock, Texas	
Gordon Bostwick, Jr.	DR-4-6466
P. O. Box 41, Amarillo, Texas	
Carl Fischer	6-4027
3313 Polk Street, El Paso, Texas	
H. L. Rogers	3-4639
Branch Manager, 1501 East Broadway	
Richard Richardson	3-4639
Counter Salesman	
James Acuff	3-4639
Counter Salesman	

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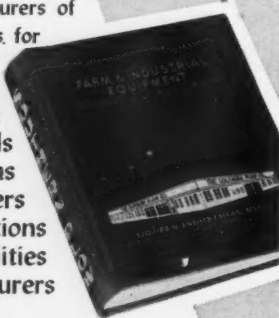
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Chosen by Bookkeepers

Lee M. Walls, assistant auditor of the Southwestern Warehouse Company, was elected president of the Dallas chapter of the National Bookkeepers Society at a recent business session. Other officers are: Howard N. Brooks, vice president; Ruby O'Nale, secretary; Gwendolyn Sealy, treasurer; Calvin L. Drake, J. A. White, Claude Gregory, Marie Dodge, Dorothy Castleman and Lucille Kessler, directors. Dallas has been selected as national headquarters, with offices at 711 Adolphus Tower.

★

JOHN L. BRIGGS, vice president of Southland Life Insurance Company, has been elected a director of the Advertising Federation of America. Mr. Briggs is the immediate past president of the Dallas Advertising League and a director of the Southwest (Tenth District) AFA.

★

KENNETH P. McLAUGHLIN, a geologist, has been appointed to the staff of Ralph B. Rogers, president of Texas Industries, Inc., in a consultant capacity. Before joining the firm in August, Mr. McLaughlin was chairman of the department of geology at Montana State University in Missoula, Montana.

★

MRS. CORDELIA JOHNSON has joined Neiman-Marcus as sales director for the Women's Shop.

★

J. G. HURSTER has become services manager of the Dallas regional office of Allstate Insurance Company.

★

DR. WILLIAM B. DEAN, physician, has been elected to the board of directors of Garrett Bros., Inc., investment bankers.

BARNEY VANSTON, Dallas insurance general agency head, was elected president of the American Association of Managing General Agents at the fire and casualty insurance group's convention in San Francisco, Calif.

★

JAMES C. ANDERSON, JR., has been elected vice chairman of the board of Wynnewood State Bank. He has been active in banking and financial circles in Texas for 37 years.

★

The Morton Food Company has named N. A. CADDELL vice president in charge of sales. Mr. Caddell, a past president of the American Food Salesmen's Association, has been with Morton's since 1933.

★

OSWALD LeWINTER, formerly of New York City, has been appointed director of advertising and public relations for Otis Pressure Control, Inc., 6612 Denton Drive.



Named Sales Manager

G. E. Dickson has assumed duties as Dallas ice cream sales manager for Oak Farms Dairies, it was announced by Oak Farms President H. E. Hartfelder. Mr. Dickson's supervision will extend throughout the Dallas division, including the city and its suburbs, and north to the Sherman-Denison area, south to Corsicana and east to Wills Point. With the company since 1938, Mr. Dickson formerly was Oak Farms' Waco sales manager.

★

MARK SHERIDAN has been named Southwest district manager for 20th Century-Fox and WILLIAM B. WILLIAMS has become Dallas branch manager for the film firm's Dallas exchange.

Third Office Opened. Ebby Halliday, Realtors, has opened a third office, to specialize in sales of East Dallas residential properties, leases, management and ranches. Henry Hamilton, Jr., has been named to manage the new office, located at 1102-03 National City Building. Other Ebby Halliday offices are at 8117 Preston Road and 162 Walnut Hill Village.

★

Installing Radar. Continental Air Lines is installing RCA "C-Band" radar units in the company's fleet of six model 340 Convairliners, at a cost of \$126,472.50, according to a statement from Robert F. Six, Continental president. The installation will be followed by similar work on three new Convairliners to be delivered early next year and on the company's present fleet of three Douglas DC-6's at the same time.



Home for Arrow Spice and Food

The Arrow Spice and Food Company's new building in the Inwood Industrial District is scheduled for occupancy in September. Of streamlined, modern brick and masonry construction, it will contain 25,000 square feet of floor space and is designed for possible expansion. It fronts on Sharp Street, between Westmoreland and Irving. Marcus and David Rosenberg founded the company in 1950, and later were joined by another brother, Emanuel Rohan. Architect for their new building is Irwin Crossman, and Fairway Company is in charge of construction.



Canco Plant Construction to Start

Construction of American Can Company's new factory in Arlington is expected to start some time early in August, according to M. P. Cortilet, vice president in charge of the company's central division. Purchase of the 12.2-acre site has been completed and bids will be let as soon as final plans are completed. The plans have been enlarged to give the plant 185,000 square feet of floor space, 12 truck loading spots and eight under cover spots for loading freight cars.

New Members Sought. The Riverlake Country Club, Dallas' newest, has started a membership drive, with charter memberships offered at \$180. Club facilities will be completed on a 261-acre tract on Loop 12 near Highway 75 in the spring of 1956, according to Doak Walker, president. The club hopes to attract the nation's top golf professionals to Dallas in an annual tournament. Club offices presently are in the Meadows Building. Directors are Wayne Freeland, James R. Thompson and James E. Hayes.

★

Fruit Company Moves. The Texas Fruit Processing Company, wholesale fruit dealer, has moved from 3914 Pacific to 901 Fletcher St. C. E. Fisher is manager of the firm.



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Named Ad Manager

Bob Stanford has been appointed advertising manager for the northern division of 7-Eleven Food Stores. Mr. Stanford will have charge of all advertising for the more than 100 7-Eleven stores in the Dallas-Fort Worth area, according to Clifford W. Wheeler, 7-Eleven president. The chain will continue to release its advertising through the Stanley Campbell Advertising Agency. Mr. Stanford has been with 7-Eleven for more than two years and for the last year has been director of radio and television production for the stores.

★

JACK JONES has joined Neiman-Marcus Company, Dallas, as manager of the Preston Center Man's Store. JACK WEINGARTER is now assistant buyer; TYLER ROGERS is now buyer of furnishings and accessories as well as shoes, and PETER HALLARAN is floor manager and operational assistant of men's furnishings, sportswear and the Ivy Shop.

★

WILLIAM H. LOVELACE has become accident and sickness group supervisor for the Employers Casualty Company, and WILLIAM T. MARTIN has been promoted to manager of the accident and sickness branch of the firm.

★

MISS JANE MANNING has been named buyer of moderate and better dresses for A. Harris & Company. Miss Manning was sports dress buyer for a firm in San Francisco, Calif., before joining A. Harris & Company.

★

SIDNEY G. PIETZSCH, vice president of the public relations firm of Witherspoon & Associates, has been elected to the firm's board of directors.

Newly-elected vice president and manager of the municipal bond department of the Dallas Union Securities Company is JACK C. PAYNE. Mr. Payne, a native of San Antonio, took his BBA degree in finance from the University of Texas.

★

ANTHONY L. FRANZOLINO has been appointed vice president of Region III of the American Society of Training Directors. Mr. Franzolino is training director of Temco Aircraft Corporation and an assistant professor at Southern Methodist University.

★

JOE E. HARRIS has been elected assistant secretary of the Lone Star Life Insurance Company, which has home offices in Casa View Village, in the White Rock-East section of Dallas.

★

BOYD HENDRICKS has been promoted to buyer for the men's clothing and men's hat departments of A. Harris & Company. He has been with the department store since 1946.



Joins PR Concern

Tillman L. (Bill) Caldwell has joined the staff of Witherspoon & Associates, public relations company, as art director in the Dallas office. Mr. Caldwell formerly was staff artist for the Waco News-Tribune and has had seven years of art experience. A native of Waco, he was educated at Schreiner Institute, Austin College and Baylor University.

★

NORMAN J. CLARK has been appointed assistant manager of the engineering and consulting department of Core Laboratories, Inc. W. P. SCHULTZ is another new member of the same division of the international service firm. Both men are well known petroleum engineers.

First National Sets Up Aid to Small Business

The First National Bank in Dallas has established a separate department devoted exclusively to the financial needs and problems of small business, it was announced by the bank's president, Ben H. Wooten. Mr. Wooten said First National was the first bank in the Southwest to take such a step.

"Growth lending," will be the specialty of the new department, Mr. Wooten explained. The bank will extend its loan facilities so as to meet more adequately the requirements of new and small businesses for flexible financing that will help promote their progress and profits, he said.

The department will be of particular assistance to the owner or operator who might find conventional financing unsuitable, Mr. Wooten said, disclosing that the new small business aid set-up will be directed by Leon A. Thurmon, vice president, assisted by Jim R. Brown and William C. Thomas.

★

Inwood Building Starts. Improvements have been completed and buyer-builders have started construction in Dallas' new Inwood Industrial District on the Rock Island Railroad's main line into Dallas. David Bruton, Jr., president of the developing firm, Southwest Industrial Properties, Inc., said that more than half the lots in the first installment of the district already have been sold in the half year since the development opened. He credited the good response to the district's excellent accessibility.

★

New Officers Chosen. The Intercontinental Manufacturing Company, Inc., has announced election of E. P. Hancock and Stephen D. Feldman as vice presidents and Paul E. Boggs as treasurer. Mr. Feldman formerly was chief production engineer for Luscombe Airplane Corporation. Mr. Boggs, a certified public accountant, is a past director of the Dallas Chapter of the National Association of Cost Accountants.

★

Factory Opens. The Felvey Container Company has opened a factory and offices at 229 Yorktown in the West Commerce Industrial District, specializing in small quantity corrugated box manufacture. The firm will sell to shippers and packers who order five to 500 boxes and will give one-day service, according to Jones Felvey, directors.

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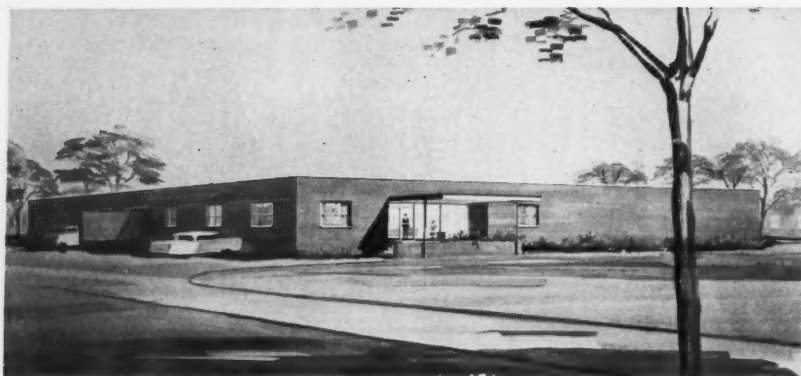
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Industrial Building Nears Completion

Work soon will be completed on this 17,500-square-foot building in the Brook Hollow Industrial District. It is being erected at 9112 Sovereign Row for H. Glenn Butler, Dallas investor-builder. About 1,200 feet of space will be air-conditioned, and the rest is designed for warehousing. Gower and Folsom is general contractor. Grady Jordan of Bolanz & Bolanz, Realtors, handled purchase of the two-acre site and a site adjoining, on which Mr. Butler also plans to build.

Aircraft Lease Service. Executive Flyers, Inc., is a new and unique executive aircraft lease service, offering business concerns the per-hour use of modern single-engine and multi-engine planes, complete with crews. Based at Southwest Airmotive, Love Field, it is owned by Col. D. Harold Byrd, Robert A. Lyle and Charles R. Pate, Jr., all veteran Dallas airmen. The firm plans a continuing expansion of its initial pool of six planes, with crews. All flights will be made in strict conformity with CAA regulations, Mr. Lyle said.

Paper Company Moves. The Paper Supply Company has moved to a new location at 1431 Levee. It was formerly located at 1408 Ross.

New Warehouse. Sylvania Electric Products, Inc., has leased a 24,000-square-foot building at 111 Glass Street in the Trinity Industrial District. It will be used for warehousing and will be operated in addition to Sylvania's quarters at 100 Fordyce Street, according to D. F. Flook, division service manager. Jack D. Watson handled lease negotiations for Sylvania and Howell H. Watson represented the building owner, Simon Goodman.

★

Leases Warehouse. The U. S. Envelope Company of Springfield, Mass., has leased a 20,000-square-foot warehouse being built at 2831 Nagle, near its Southwest division plant at 10700 Harry Hines Boulevard. Of modern design, the one-story building has 7,000 square feet of off-street parking space.



New Johnston Printing Plant on North Haskell

Johnston Printing and Advertising Company has signed contracts for construction of a completely air conditioned printing plant at 2700 North Haskell, just east of North Central Expressway. The 21,000-square-foot building, scheduled for completion in November, will be of concrete and steel construction and will have an off-street parking area on the 80,000-square-foot lot and vehicle entrances on both Haskell and Peak Streets. Total investment in building and lot will be \$300,000. Grayson Gill is the architect; Cowdin Bros., the general contractor.

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NED HARRIS

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BILL CARTER

REX HARRIS





New Sales Manager

Albert D. White has been promoted to the post of sales manager for the Porter Burgess Company, distributors of Motorola, Ironrite and Amana products. He has been with the firm since 1949 and in 1950 the Dallas Sales Executives Club honored him with the "Distinguished Salesman's Award" of the year. Mr. White majored at Texas A&M College in marketing and finance.

★

WILFORD J. MERRILL is the new district manager for Hoffman Radio Corporation. He will serve as head of the Southwest territory, including Texas and Louisiana. The Straus-Frank Company is Dallas distributor for Hoffman.

★

L. MORTIMER BUCKLEY has been elected president of Southern Methodist University's Institute of Insurance Marketing. Mr. Buckley is general agent for New England Mutual Life in Dallas.

★

TRUMAN C. RAGSDALE now is supervisor of the Great National Life Insurance Company's policy service department. MARVIN M. LILLARD has become a field training assistant for the firm.

★

W. E. HARPER has become merchandising and advertising director of the Willard & Davis Hat Company. Mr. Harper has had 29 years' experience in the hat industry.

★

HUGH CARNEY has become buyer for the expanded men's furnishings department of Sanger Brothers Department Store. TONY FAHEY has been appointed service superintendent for the store.

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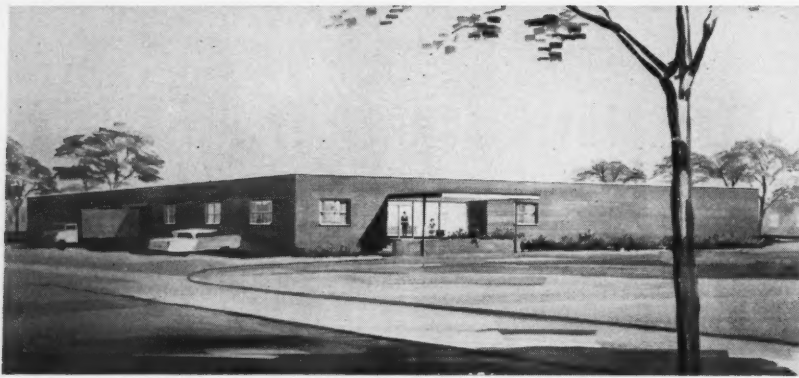
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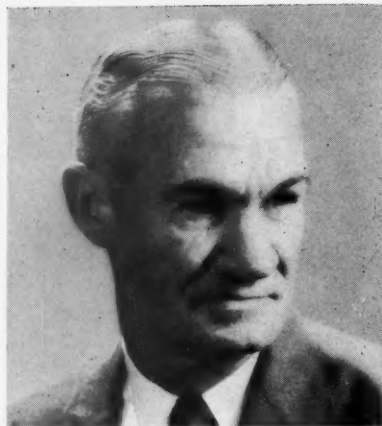
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*

CHARLES D. BLANDFORD and J. ALTON JONES have been named managers for the National Union Group in Texas, effective Sept. 1. The appointments were announced by National Insurance Companies.

*

NORMAN S. MOIZE is the new president and now a director of Texas Title & Abstract Company of Dallas.

*

WILLIAM E. (BILL) PHIPPS, JR., has become sales manager of Genell, Inc., land developers.

*

Howard Van Lines, Inc., has appointed ELZIE EVANS as head of the firm's accounting section.

*

FRANK E. CARTWRIGHT has been named president of Priesack Import-Export Corp. of Dallas.

*

H. G. DRINKWATER has been named buyer and manager of Sanger's television, radio and record player division. He has been with Sanger's since 1948.



Field Representative

Marlin B. Fausett, newly appointed field representative for the National Association of Manufacturers, will take up residence in Dallas in September. He will represent the NAM in the northern portion of its Southwestern region, which has headquarters in Houston. Mr. Fausett formerly was Paris representative for the Dallas branch of Sears Roebuck & Company's All-State Insurance.

★

Plant to Employ 500. Menasco Manufacturing Company, makers of aircraft landing gear, has announced plans to build a \$5,000,000 plant near the intersection of Highway 183 and Highway 157, between Dallas and Fort Worth. The plant will hire 500 persons, according to Henry P. Nelson, president. A 100,000-square-foot structure, housing completely integrated manufacturing facilities, will be situated on a 42-acre tract, Mr. Nelson advised. Menasco's headquarters are at Burbank, California. Pete Baldwin of Hudson and Hudson, Dallas, and O. S. Dobkins of Eulless handled the real estate transaction.

★

First National Expands. The First National Bank's Timepay department has been moved into 21,000 square feet of new space in the Davis Building, adjoining the First National. The Timepay department, with four times as much space, now can offer more convenient and faster service, according to the bank's president, Ben H. Wooten. The new area, obtained under lease, has been remodeled to conform in design with other First National facilities and includes the ground floor, basement and sub-basement of the Davis Building. Timepay now has more than 45,000 customers, whose loans total more than \$44,000,000, Mr. Wooten said.

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DR&T Busses Will Have Super Service Station

A super two-lane service station, which will all but automatically service Dallas Railway & Terminal Company buses, is under construction at Fifth and Sixth Streets, near Jefferson Boulevard in Oak Cliff.

Construction of the new station is only one of many major projects being undertaken by the transit company in anticipation of complete conversion to exclusively bus operation, according to L. W. Tate, executive vice president and general manager of DR&T.

The super station will cover an area 50 by 90 feet and will be equipped to clean, wash, fuel and oil-up 200 buses a night. The entire servicing operation will take only four minutes to the bus, making use of powerful fans for cleaning and fast fuel pumps. Partial operation of the new facility is expected by September 10.

★

Shopping Center Opens. The first of two retail merchandising sections in the \$2,000,000 Preston Royal Shopping Center has been completed, and formal openings have been held by merchants in the eight-acre center. A ribbon-cutting was staged at the Wyatt Food Store's 25th and newest store, located in the center. Other stores already located in the center include the Preston Royal Pharmacy, Preston Royal Florist, Alfonso's Beauty Salon, Landrum Jewelers, Turner Hardware, Loyd's Variety Store, Preston Royal Barbers, Royal Miss Dress Shop and House & Table. The ten retail stores occupy about 44,000 square feet of floor area. Architect G. Mallory Collins designed the contemporary style buildings. The center is being developed by George F. Mixon.

★

Ironrite-Dallas Opens. The Ironrite-Dallas Company, offering a retail-sales service for Ironrite ironers, has opened for business at 2900 Greenville. The company is owned and operated by Mr. and Mrs. C. G. (Cliff) Adair. Through it, ironers may be rented for home use, and all rental fees can be applied to the purchase of the ironer, if a customer decides to buy it.

★

Offices Leased. Lee Optical has signed a lease for offices at 3514 Oak Lawn which will be opened when work on the building is completed by Marshal Jacobs, Inc. The office will cost about \$20,000, according to Dr. Robert K. Shannon, one of the owners of Lee Optical.

W. W. OVERTON, JR., chairman of the board of the Texas Bank and Trust Company, was re-elected to the board of governors of the American Red Cross at the national convention in Atlantic City, N. J.

★

The Morton Foods Company has promoted GERALD D. MORTON to vice president in charge of transportation and MRS. T. B. ARLEDGE to vice president in charge of credit.

★

RALPH L. SHANKS on July 1 became vice president and sales manager of the Linda-Jo Shoe Corporation and now is in charge of national distribution of the company's hand sewn Tex-Moc shoes.

★

BUFORD PENLAND, president of Penland Distributors, Inc., has been elected a director of Licensed Beverage Industries, Inc., national public relations organization of the liquor industry.



Head Equipment Firm

R. H. (Bob) Engstrom (right) and J. E. (Joe) Wagner (left) have been elected president and treasurer, and executive vice president and secretary, respectively, of the Darr Equipment Company of Dallas. Darr serves as distributor for Caterpillar Tractor Company of Peoria, Ill., in 69 Northeast Texas counties. Both Mr. Engstrom and Mr. Wagner joined the firm when it was founded in January, 1954.

★

R. I. MALONEY, accounting supervisor for Southwestern Bell Telephone Company, has been elected president of the Dallas chapter of the Institute of Internal Auditors.



New Vice President

Charles (Red) Scott has been elected executive vice president and director for Southwestern Investment Distributors, Inc. Mr. Scott belongs to the Variety Club of Dallas, the American Business Club, Alpha Delta Sigma fraternity and the Highland Park Masonic Lodge.

★

R. O. PREWITT has been named general agent of the Oak Cliff Life Insurance Company. An insurance counselor and a veteran in the business, Mr. Prewitt has been a resident of Oak Cliff for 30 years.

★

C. K. OVERHOLSER has been named manager of Pontiac Motor Division's Dallas zone. He formerly was assistant zone manager for Pontiac at Memphis, Tenn., having joined General Motors in 1940.

★

C. ALLAN HALVERSON has become an account executive for the Crook Advertising Agency, and will specialize in food accounts. He is a graduate, with a degree in marketing, from the University of Utah.

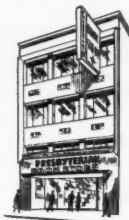
★

ROY P. COOKSTON has become manager of Royalair Distributors, Inc., in charge of sales of Chrysler-Airtemp residential and commercial air conditioning equipment. Mr. Cookston has had 10 years experience in the advertising and merchandising field.

★

ANGUS WYNNE, JR., Dallas businessman and civic leader, has been elected president of the Richmond Freeman Memorial Clinic, an out-patient hospital for indigent children and an agency of the Community Chest.

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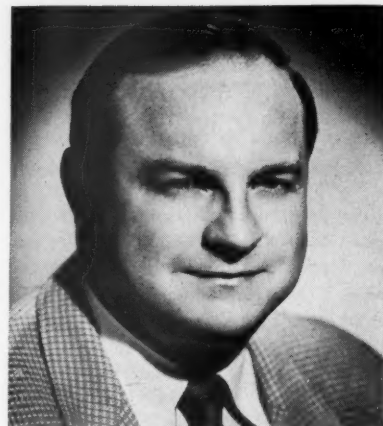
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1006 Ross Ave., PR-6321
Evans Ptg. and Poster Co.
2308 Live Oak, RI-4933
Fine Arts Litho Co.
701 E. 15th, YU-7383

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Mayo Bros. Printers and Lithogs.
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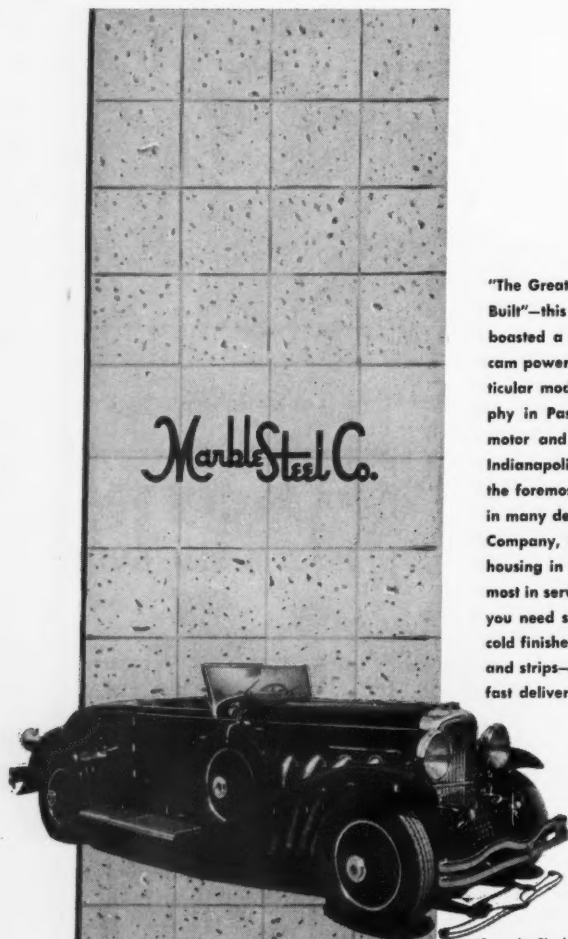
S. T. (Buddy) Harris has been elected vice president in charge of the marketing division of the American Management Association, a 21,000-member management educational body with headquarters in New York City. Mr. Harris, vice president in charge of marketing for Texas Instruments, Inc., also is active in the Dallas chapter of the Society for the Advancement of Management, serving as vice president and program director.

★

Parking Garage Opens. The Park-Rite System has opened a second \$300,000 eight-story parking garage at 1210 Commerce, with space for 300 cars. Automobiles of Southland Hotel guests will be accommodated under a 10-year agreement between the hotel and Park-Rite, according to President Jimmie Rosenthal and associates. Mr. Rosenthal also announced plans for a third garage-type parking facility at Austin and Young. The company's first such facility is located at 1314 Jackson and the chain now has, in all, facilities for 2,000 cars in the downtown district.

★

Building Started. The Texas Cartage Terminal and Warehouse Company has begun construction of its own modern, machine-equipped building at Rector and Nolen Streets in Cedar Crest Industrial Park. Plans for the \$240,000 terminal warehouse and office building were announced by A. D. Gearner, president of the firm, which has had 15 years of steady growth and progress. The one-story brick structure is expected to be ready for use in November. It will have 60,000 square feet of space and will be situated on 210,000 square feet of ground between East Kiest Blvd. and the Katy Railroad.



"The Greatest American Motor Car Ever Built"—this 1932 model Duesenberg* boasted a huge 265 hp twin overhead cam power plant. The body on this particular model was custom-built by Murphy in Pasadena, California while the motor and chassis were constructed in Indianapolis. The Duesenberg is one of the foremost cars of all time, pioneering in many design techniques. Markle Steel Company, which pioneered steel warehousing in the great Southwest, is foremost in service and dependability. When you need steel—structurals, plates, bars, cold finished rounds and squares, sheets and strips—you can count on Markle for fast delivery. Call Markle first for Steel.

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Top Disc Jockey

Buddy Harris, KGKO's "Old Morning Grinder," has been chosen by Woman's Home Companion for the second year in a row as one of the nation's top disk jockeys. He will serve again as one of the judges who rotate in picking the "record of the month," a regular feature in the Companion.

★

Production Starts. Browne Window Manufacturing Company has started production of custom built aluminum windows and exterior wall facings in its new and larger quarters at 1400 East Jefferson. Officers and directors of the recently formed organization are Venable Moore, president; C. L. Long, administrative vice-president and treasurer; Ben J. Rogers, Jr., vice president, sales; Frank E. Williams, vice-president, engineering, and W. C. Williams, vice-president, manufacturing. Other directors are D. F. Deason, Douglas E. Bergman and Ralph R. Brown.

★

Plant Operations Begun. The Pollock Paper Corporation has started operations at its new plant in Cedar Crest Industrial Park. Mass production of all types of set-up paper boxes will be handled at the plant, which has 53,000 square feet of floor space, with 1,000 square feet for office use, according to President Lawrence Pollock, Sr. Purchase of the 90,000-square-foot plant site was handled through the Tips Company. Pollock, in Dallas since 1937, has 14 plants in other cities as well.

★

Offices Moved. The legal firm of Brundage, Fountain, Elliott & Bateman has announced removal of its offices to 2902 Maple Avenue. Associated in the firm are Oliver A. Fountain, Lloyd E. Elliott, Harold A. Bateman, Dewey A. Hunt, Jr., and Ralph D. Churchill.

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Vikon-Pecora Warehouse Opens

The Vikon Tile Corporation of Washington, New Jersey, and the Pecora Paint Company of Philadelphia, Penn., have opened a warehouse and sales office at 1436 Slocum in the Trinity Industrial District. The facility will service each company's business. Vikon's sales representative is Arthur H. Long, Jr.; Pecora's is William Bole. Jack Shaw is warehouse manager.

Legal Training Given. Seventeen Southern Methodist University Law School seniors are taking part in a 12-week program of applied legal training. The students work as law clerks to trial and appellate judges in state courts, or to state, federal or city attorneys. They also serve as law clerks in law firms or the legal department of the Magnolia Petroleum Company. Prof. Charles O. Galvin is in charge of the intern-type program. Eight Dallas law firms and four judges are among the participants.

Film Firm Opens. Color Photo, Inc., a modern color processing laboratory to serve the Southwest, has opened for business at 1507 Sullivan Drive, Paul K. Herson, president, has announced. Mr. Herson said that amateur and professional photographers now can get prompt service on Anscochrome, Ektachrome and Ansco film processing by taking their exposed color film to their local camera stores and camera departments. Color Photo, Inc., has the latest in layout, equipment and processing controls, Mr. Herson said.

Four Dallas Restaurants Among Tops in Nation

Four Dallas restaurants were among 74 in the nation cited in the July "Holiday" magazine for dining distinction.

Referring to the 74 honored restaurants, Holiday says: "All of them are notable, and some are among the very best in the world."

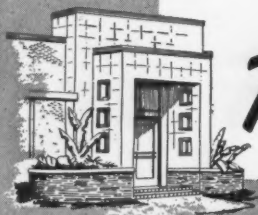
Arthur's was named on the Holiday honor list for the fourth consecutive year, Old Warsaw for the third time and Mario's and Twin Tree Inn for the first time.

The only other Texas restaurant cited was La Louisiane in San Antonio.

★
Horse Show Set. The second annual All-Arabian Horse Show has been set for September 10-11 in Fair Park's Livestock Pavilion, according to W. C. (Dub) Miller, secretary-treasurer of the Arabian Horse Club of Texas and co-chairman, with Dr. Tom E. Price, of the show. More than 100 Arabian horses, from a dozen states, are expected for the two-day event, which will include both halter and performance divisions.

★
Braniff Sets Record. Braniff International Airways flew more passengers more miles in the first six months of 1955 than during any previous similar period in the 27-year history of the airline, according to Rex Brack, vice president of traffic and sales for Braniff. Revenue passengers in the period ended June 30, 1955, totaled 830,746, or 18 per cent more than the 704,716 passengers in the first half of last year.

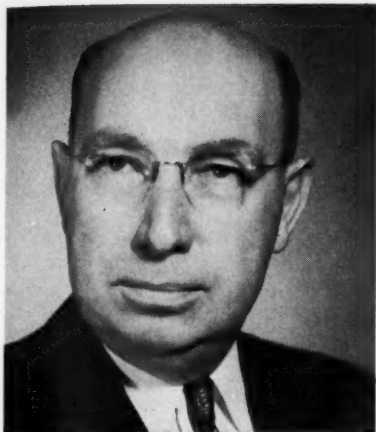
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New Officers for Republic Bank

Charles E. Walker has been appointed to the post of economist for the Republic National Bank of Dallas. Charles R. Neislar and David Grimes have been promoted to assistant vice presidents, and O. M. Buchanan has been promoted to assistant cashier. Mr. Walker prior to his appointment was financial economist for the Federal Reserve Bank of Dallas. Mr. Neislar has been with Republic since 1931. Mr. Grimes joined the bank's staff in 1951, and Mr. Buchanan, in 1920.

C. D. (CHICK) LANCASTER has been appointed sales manager of Village Cadillac Company, it was announced by N. J. DeSanders, Jr. Mr. Lancaster has been in the automobile business in Dallas since 1934 and has been with Village Cadillac one year.

★

MRS. BETTY O. BUTLER has become a supply sales representative for Underwood Corporation. E. F. RAY, JR., has been appointed typewriter machine sales representative.

★

C. A. FOX has been elected vice president of Tri-Cities Savings and Loan Association.

LOYD S. BOWLES and JOEL T. WILLIAMS have been elected directors of the Dallas Title & Guaranty Company. Mr. Williams is executive vice president of First Federal Savings & Loan Association. Mr. Bowles is vice president and director of Dallas Federal Savings & Loan Association.

★

DAN G. GILMORE now is factory manager for Chance Vought Aircraft, Inc. Mr. Gilmore is a veteran of 25 years in the aviation industry.

★

ROY H. CHRIST has joined J. E. Weaver Iron Works, 3203 Gunter Avenue, as sales manager.

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Heads Swift Plant

John D. Ferrell has been appointed superintendent of Swift & Company's meat packing plant in Dallas, according to H. D. Ripley, manager. A native of Mississippi, Mr. Ferrell came to Dallas in 1922 and went to work as a clerk and foreman for the Armstrong Packing Company, which later was absorbed by Swift. He has worked in the Dallas plant ever since.

★
Cafeteria Opens. Piccadilly Cafeterias held an open house this month marking completion at 1503 Commerce of its tenth operation. The chain has nine other eating places in Louisiana and Texas. James Ramig, vice president of the chain, is general manager of the Dallas cafeteria, according to T. H. Hamilton, president. Warren Randell is assistant manager and Keith Wofford is purchasing agent. The Dallas Piccadilly seats 280 diners.

★
Executive Changes Made. The Wyatt Metal and Boiler Works has elected Walter B. Van Wart president and elevated Raleigh Hortenstine from president to chairman of the board. Inge Grant, vice president and manager of the Dallas plant since 1940, now will supervise both the Dallas and Houston plants, with his headquarters in Houston. John A. Wilson, vice president and works manager, will be manager of the Dallas plant.

★
Bell Gets Contract. Bell Aircraft Corporation has received a Navy contract totaling some \$1,700,000 for 10 new four-place utility helicopters, according to Bell Vice President Harvey Gaylord. The new helicopter, designated the HUL-1, boasts streamlined construction, more power, better range and higher speeds than the Navy HTL-6 Bell helicopter, of which it is a larger version.

Hilda Blount

by Jim Stephenson

LAST May 1, a pair of Fayetteville, Arkansas, businessmen acquired themselves a going Dallas concern—the \$5,000,000-a-year six-state operation known as Best Motor Lines.

Included in the purchase were 390 pieces of up-to-date equipment and modern terminal facilities in Ohio, Illinois, Indiana, Missouri, Oklahoma and Texas, including the general offices at 2511 Swiss in Dallas.

Also acquired by the Messrs. W. C. Whitfield and H. C. Douglas was a fine bunch of employees—450 in all, representing much know-how in the motor freight industry. The buyers were shrewd. Said they: "We hope and expect there will be little change in personnel."

And if they didn't know it before they made a deal with the former owner, Leonard B. Brown, Best's new bosses likely learned right off that one of the greatest of their new assets was a soft-spoken, brown-eyed, gray-haired but youthful motor freight lady named Hilda Blount—Best's personnel director.

With Best since 1945, it's Hilda who now keeps up with the other employees. She sees to their group insurance, their pay records, their sick leaves, their transfers and progress.

Occasionally, she hires another competent gal for the offices on Swiss, and she listens patiently to any big or little problem that comes to her desk.

But that's only part of her job.

Hilda also handles paper work for Best's safety director, L. A. Bowles, keeping tab on every accident and claim. She maintains equipment records, buys all the licenses needed for the lines' big rigs in six states and handles public liability and property damage insurance matters, as well as fire and theft and cargo insurance.

In the motor freight business one way or another since 1933, Hilda knows it



HILDA BLOUNT

virtually from start to finish and from all angles.

At St. Louis, Missouri, where she lived for 11 years, Hilda was head of the requisition register section of the St. Louis Ordnance Supply Depot while her son, Frank, was off to help fight the Battle of the Bulge, in which he was wounded.

Also at St. Louis, Hilda worked for a time as secretary to the general traffic manager of the Mississippi Glass Company—getting the shipper's viewpoint. As such, she learned all about procurement of rates under Interstate Commerce Commission regulations.

And she worked for two other motor freight lines there before returning to home grounds in Texas 10 years ago.

The 14th of 15 children of the late Mr. and Mrs. L. D. Snell—who moved from their farm in Alabama just in time to make her a native Texan—Hilda was born at Tripp, which is near Mesquite. She grew up in the Rio Grande Valley town of La Feria, however, and after finishing high school taught first graders there for a year.

Her first husband, Frank Ellison, was killed accidentally while on the job as a lineman for the San Antonio Public Service Company in 1930. Her second husband, Herbert Blount, runs a floor covering business in Dallas.

Her son, Frank Ellison, Jr., was graduated from Southern Methodist University and now is a division engineer for

Magnolia Petroleum Company in Oklahoma City. Hilda has pictures of Frank III, 3, and Kirk, 1, on her desk.

For five years, Mrs. Blount was secretary to the Dallas Motor Freight Club and through the assignment got closely acquainted with practically everybody in the industry in Dallas. She belongs to the Insurance Women of Dallas, the Dallas Personnel Association and the Dallas Council of Safety Supervisors, in addition to the Order of the Eastern Star.

Throughout her career, she has kept herself well informed about the industry and closely acquainted with those in it. She was pleased when the new owners appointed Evans A. Nash, a veteran in motor freight, as Best's new general manager.

Hilda has attended numerous short courses and back in 1949-51 completed two years of study in personnel at Dallas College of Southern Methodist University.

She has been office girl, billing clerk, OS&D clerk and cashier, secretary to the general traffic manager, secretary to the claim agent, in charge of insurance, secretary to the president, and now personnel director.

"I have done about everything in the motor freight industry from janitor, almost, to holding down the job of general manager—almost," Hilda will tell you with her warm smile.

Fact is, she probably could do even the latter, quite capably.

New Building Leased The Bathroom Accessories Supply Company, with home offices in San Francisco, Calif., has leased a new 4,500-square-foot building at 203 West Comstock. The building has air-conditioned offices and display floor in addition to the shop where shower doors and bathtub enclosures are manufactured. BASCO, one of the nation's largest makers of shower doors and tub enclosures, was established in 1932. Horace E. Vail of the Henry S. Miller Company, Realtors, handled lease negotiations. Joe Ole-son is BASCO's Dallas manager.

Centennial Building. Centennial Liquor Stores is building a retail liquor warehouse and service center at Central Expressway and Lovers Lane. The new building will cover an area of 17,680 square feet, and its centralized location is aimed at producing greater economy of operation for all of Centennial's 13 Dallas stores. The modern structure will house a kingsize self-service retail liquor store and the firm's business offices. It is scheduled for opening Nov. 15. Also featured will be a large selection of bar accessories, glassware and other home novelty bar items.



Vice President

E. H. Pierson has been elected vice president of District 12 of the Interstate Commerce Commission Practitioners Association. His district comprises the entire State of Texas. Mr. Pierson is owner and manager of the North Texas Traffic Bureau, which is located in the Praetorian Building. He also teaches a course in Transportation and Traffic Management at SMU.

★

Services Integrated. Dallas Avionics, aviation electronic and communications organization, has been integrated into Dallas Aero Service, Eugene W. Bailey, DAS vice president and general manager, has announced. Dallas Avionics, founded two years ago, has been providing DAS customers with service, sales, overhaul and maintenance on all types of commercial, private and executive aircraft radio, electronics and communications equipment. Mr. Bailey said it was felt that service in every category could be greatly improved by the integration. Jack W. Gailey, general manager of the absorbed firm, will remain in charge.

★

JA Elects Officers. Junior Achievement of Dallas now is headed by T. L. Peeler, Jr. Other officers are Richard R. Lee and Horace Ainsworth, vice presidents, and Robert S. Davis, secretary-treasurer. Sam Kovac is executive director of the program in Dallas, part of a national movement aimed at acquainting high school students with the practical side of America's free enterprise system. Under adult supervision, students from working companies in which they plan, produce and market salable products. Local business firms sponsor each of the junior firms. Dallas headquarters are at 1517 Commerce.

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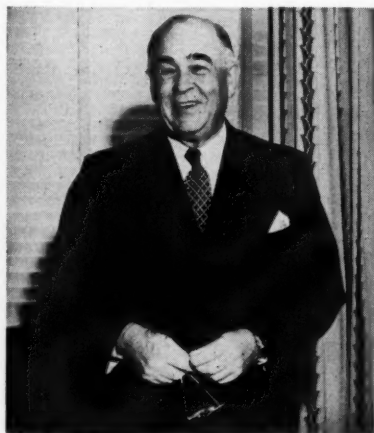
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New Federal Judge

Fifty-one-year-old Joe Ewing Estes was sworn in this month and has begun his duties as judge in the United States Northern District of Texas. Judge Estes, a successful Dallas oil attorney, came to Dallas in 1945 to resume a law practice he built in the East Texas oil fields before joining the Navy in 1942. He received his law degree from the University of Texas in 1927. Judge William Hawley Atwell, whom Judge Estes succeeds, administered the oath of office to the new federal jurist.

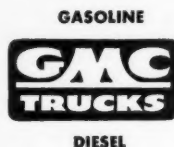


Heads Award Committee

R. R. Gilbert, a director of the Dallas Chamber of Commerce, has been appointed chairman of a committee to choose a Texas woman to receive the fifth annual A. Harris & Co. Texas award. Designation of Mr. Gilbert, vice chairman of the board of the Republic National Bank, was announced by Arthur L. Kramer, Jr., president of A. Harris & Co. A woman will be honored this year, said Mr. Kramer, because "the women of Texas have played a major role in the advancement of all that is most worthwhile, as it is today."

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Gift, Jewelry Show Set for Sept. 4-8

The 30th Allied Gift & Jewelry Show will be held at Hotel Adolphus September 4-8 and 7,000 merchants from the South and Southwest are expected to attend as buyers.

Some 250 exhibitors will set up in the Adolphus, representing leading manufacturers and importing firms from all over the nation.

The first Allied Gift & Jewelry Show was held in the spring of 1940. The annual event has been credited with helping give Dallas top rank among the leading market centers of the nation.

H. Wes Johnson, president of Allied Exhibitors, Inc., said this year's show is expected to be the most successful ever held.

★

Motel Upgraded. The Dallas Motel, located at 3932 West Davis on Highway 80-West, has just finished a complete upgrading, including installation of all new furniture, wall-to-wall carpeting and redecoration inside and out. The motel, located three miles from downtown Dallas, is AAA approved. It is owned and managed by Walter F. Lott.

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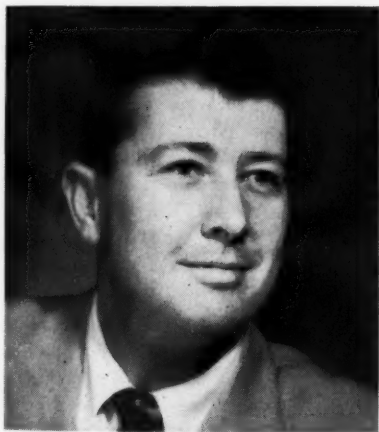
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Manager of Accounting

Paul T. Smith has been promoted to manager of accounting at TEMCO Aircraft Corporation. He joined the IBM section of North American Aviation, Dallas, in 1941 and rose to the position of department head of tabulating. When North American deactivated its Dallas plant in 1945, Smith was one of the group of Dallas division officials who joined TEMCO, which was organized to utilize the then vacant plant. Mr. Smith was elevated from supervisor of cost accounting to chief cost accountant, and, in 1951, to chief accountant. Manager of accounting at TEMCO is a newly created post.



Heads Cadillac Firm

W. D. DeSanders has acquired a majority of the stock and been elected president of Lone Star Olds Cadillac Company, 2301-53 Ross Avenue. The firm, dropping Oldsmobile, will concentrate on Cadillac service, it was subsequently announced. Mr. DeSanders recently sold Village Cadillac, Inc., which he founded two years ago. Lone Star, founded in 1934, now serves as distributor for Cadillacs to 21 dealers in 30 counties in North and Central East Texas.

MAXWELL BROWN has been elected president of Union National Investment Corporation, which has headquarters in the ICT Building.

★

S. WEBB PYEATT was elected to the post of assistant cashier of the Mercantile National Bank. He has been with the bank since February 1949.

★

C. W. SEARCY has been named staff manager in Dallas for Life and Casualty Company of Tennessee.

HUGH M. GOSSETT has been appointed assistant secretary of Texas Employers' Insurance Association and the Employers Casualty Company. He will continue also as manager of the policyholders' service department.

★

W. R. RUCKER has been admitted as a partner in the insurance firm of T. M. Rucker & Company.

★

REECE PRICE has been named assistant general freight agent for the Texas & Pacific Railway Company.

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In Division Post

Harry L. Owens has joined Texas Instruments, Inc., as chief engineer of the Semicounter Products division. Mr. Owens is a recognized authority in the field of development and manufacture of transistors. He previously was chief of the Solid State Devices branch at the Signal Corps Engineering Laboratories, Fort Monmouth, N. J. He has supervised research, development and standardization of semiconductor devices, including transistors, diodes and microwave crystals, for military application. He is a native of Indianola, Miss.

★

Temco Gets Contract. The Temco Aircraft Corporation has been awarded a new contract, amounting to several million dollars, to provide tooling and manufacture assemblies for the Air Force's F-100 "Super Sabre." About 400 additional employees will be needed to handle the new contract, according to Temco President Robert McCulloch. The contract is the third F-100 order received by Temco in the last three months.

★

Center Names Staff. Southern Methodist University's Umphrey Lee Student Center will have James N. Pickard as business manager, and Miss Mary Dale Turner will be the center's program consultant. Mr. Pickard, a 1948 SMU graduate, has served as Alumni Fund manager for the SMU Alumni Association the last two years. Miss Turner is a 1953 graduate of SMU who majored in journalism.

★

Dallas Plant Ready. The Texas Solvents and Chemicals Company has opened a plant and warehouse at 2500 Vinson Street and put W. R. Walker in charge. The company will serve the Dallas-Fort Worth area, filling solvents and chemicals needs by the drum, tank truck or tank car.

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Each year, your Home Builders Association draws national attention to Dallas by staging its Parade of Homes. This year's Parade will be the largest, most spectacular ever presented. Over \$2 million will be invested in 5 sites . . . 75 model homes featuring the latest trends in modern living. This is another important contribution by your Home Builder in Building Dallas.

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Dallas VA Hospital Now in New Quarters

The new \$8,500,000 Dallas Veterans Administration hospital opened this month—the most modern hospital in the Dallas area. The ultra-modern nine-story red brick installation had been under construction since 1952. It has a capacity of 500 beds.

Dr. W. H. Buckholts said that the old hospital, built in 1938 and just a few hundred yards from the new, will be renovated and converted for use in treating tuberculosis patients, as well as continuing general surgical and medical work. It has a capacity of 347 beds.

The new building has a spacious look throughout. Lobby, operating rooms, patients' quarters, labs and executive offices are all big and well lighted. An intercom system permits instant contact with any part of the big structure, which contains 1,000 rooms of all types and uses.

★

Buys Building. The InsurOmedic Life Insurance Company has bought the Reserve Loan Life Building at Ervay and Federal for more than \$3,000,000, according to Pioneer Fisher, InsurOmedic president. The 12-story building will be the permanent home office building of InsurOmedic, which has sold former offices on Bryan Street. Also included in the sale was the two-story building on Ervay and Patterson and some parking lots in the same block.

★

Agency Launched. Kenneth Merritt has opened an insurance agency bearing his own name at 2901 Live Oak. The Kenneth Merritt Agency will handle all types of insurance—fire, casualty, inland marine, life and automobile—Mr. Merritt said. He also will continue to manage the insurance interests of Weiland-Merritt, Inc. He is a vice president of Weiland-Merritt and is president of the Mayflower National Life Insurance Company.

★

Company Bought Out. Cottingham Bearings & Service has purchased the Allen Transmission and Supply Company of Dallas through a stock agreement, R. L. Cottingham, general manager, has announced. Jim Allen, former owner and president of Allen Transmission, has become sales manager of the Cottingham firm's Dallas operations, and C. C. Cottingham is secretary and treasurer. The Cottingham home office is at 401 Exposition, and there is a sales branch at 7322 Harry Hines.

Young Men Going Places

Carl J. Taylor

by Elery Owens

HISTORIANS are commonly an argumentative lot, but on this they usually agree—with his discovery of the wheel, man took a long stride toward what we call civilization. That's a thesis with which Carl J. Taylor would agree—and probably make this additional point: don't overlook the wheel and the continuing role it's playing in the development of the southwest.

Carl J. Taylor is the 37-year-old general sales manager of Southwest Wheel, Inc. From its shops and warehouses on South Lamar, Southwest Wheel and its branches at San Antonio, Houston, Oklahoma City and Lubbock serves the trucking industry of the Southwest. It's the largest distributor and factory warehouse of its particular type in the United States and Canada. Southwest Wheel is big—but its name tells only half the story. Thousands of trucks roll the highways on wheels and rims sold by this firm. But there are also special fuel pumps to solve the problem of vapor lock in truck engines in the mountains of New Mexico; heavy-duty axles such as might be found on huge logging trucks in East Texas. These are only part of the products that Southwest Wheel stocks, sells, services and installs; so if Southwest Wheel is big, so is Carl Taylor's job.

This former school teacher supervises a combined selling force of more than 100 salesmen and executives in five states. It's a job that keeps him away from his desk in Dallas a good deal. In a year's time, Carl Taylor covers more territory than some of the wheels sold by his firm—enough so that he can usually count on being away from home about 40 weekends out of the 52. But there are compensations, among them the satisfaction and challenge of his job. Says Carl: "I get a tremendous lift out of it . . . of helping meet and fill the problems and needs of the transportation industry in this part of the country."

This young executive's route into the transportation field probably wasn't the most direct one, but his interest in things mechanical goes back to his boyhood on a Fannin county farm. It developed, as did that of thousands of American youngsters, through tinkering with a Model-T in his family's backyard. After graduating from Honey Grove high school, Carl enrolled at East Texas College—pointing toward a major in business administration. But in his case, it was not only an objective but a means-to-an-end. After two years as a full-time student, Carl began teaching high school business subjects, while continuing his college work during the weekends and summers. In a definite understatement, he sums it up this way, "I didn't have much spare time." However, he received his B.S. degree at the end of the regulation four years. This was followed by two more of teaching, then a job with the Lone Star Steel Company.

Carl came to Southwest Wheel as general purchasing agent. Since then, his progress has been steady and his experience broad: assistant manager of the Dallas branch; branch manager at San Antonio; then four years ago, he became general sales manager. That Carl Taylor has helped turn in an effective job is pretty well demonstrated by the fact that during the past few years, sales at Southwest Wheel have more than doubled.

Part of this, of course, is the result of increased use of motor transport in recent years—but only part. With Southwest Wheel serving the vast territory that it does—from New Mexico eastward into Louisiana; from the southern tip of Texas to Oklahoma's northern boundary—there is a growing realization on the part of truck operators. They no longer have to wait while some manufacturer ships them a replacement part hundreds or even thousands of miles—a delay that is costly both in terms of business volume and cus-



CARL J. TAYLOR

tomers' relations. Those parts and services are now available practically in the truckers' own backyards, through Southwest Wheel and its four branches. Putting that fact across—says Carl Taylor—is his biggest selling problem, but one which he and his sales staff are gradually surmounting.

A tour through the Southwest Wheel plant with him provides something of an insight. It's an impressive and fascinating experience: the acres of warehouse space stacked high with wheels and other parts; the shops where huge trucks roll in and skilled workmen strip them down and go to work. By the time they finish installing new springs, a fifth wheel, tandems—or some other special equipment, all designed to meet a specific requirement—the original manufacturer would hardly recognize his truck. There's still another shop where air and vacuum brake units pass down an assembly line and are rebuilt and tested.

As Carl Taylor explains all these and more of Southwest Wheel's services and products, it's possible to detect in his voice a note of genuine pride in his job and his company—a note that even an Academy Award winner would be hard-pressed to duplicate.

So as the transportation industry grows in size and importance, it's a safe bet that Carl Taylor will be helping meet its needs—and continuing to go places right along with it.

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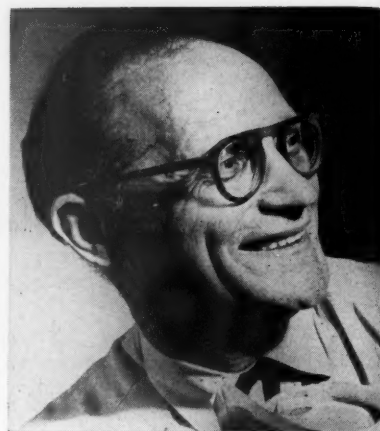
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Baruch Lumet, director of the Dallas Institute of Performing Arts, and author of "Once Upon a Tailor," will produce his play September 28 at the Knox Street Theater and appear in the leading role. The play had a short run in New York and previously ran for 15 months at the Circle Theatre in Hollywood.

ERNEST LUCAS has become vice president and general manager of Texas Miller Products, Inc., and SYDNEY HOTCHKISS is now vice president and business manager. Texas Miller is a part of Adam Hat Manufacturers, Inc.

New directors added by the Southwest Indemnity and Life Insurance Company are EDWARD D. REYNOLDS, JR., and HERBERT D. PETERS. Named executive assistant was J. A. FERGUSON.

R. L. PEDIGO has become Dallas sales representative for the **Lassiter Corporation**, designers and printers of cellophane packaging.

Now Dallas branch manager of the Old Town Corporation is WILLIAM S. STROMER, JR. Old Town makes inked ribbons, carbon papers, spirit duplicators and duplicating supplies.

JERRY L. HOOPER has been promoted to sales representative for Abington Press' southwest area, with Dallas as his headquarters.

CHARLES L. TRADER has been named regional sales manager of the southeastern territory by Globe Hoist Company.



Heads Loan Division

R. D. Finley, Jr., has been named Dallas manager of the Allied Finance Company's recently created consumer loan division, with offices at 2808 Fairmount. Mr. Finley, a Texan by birth, attended Texas Technological College at Lubbock before entering the United States Navy. He has been in the finance and investment business in West Texas since 1948. At Midland he was active in American Legion and Boy Scout work. He was president and district director of the retail credit executives' association there.

★

P. J. GOODNIGHT has been named president and general manager of Buell and Company, pioneer Dallas building materials firm. D. P. BUELL, SR., has assumed the duties of company treasurer.

★

DR. ALVA CLUTTS has been named comptroller at the Lanpar Company, Dallas pharmaceutical manufacturer, and will be in charge of cost analysis.

★

DR. THOMAS E. SMITH, Dallas surgeon, has been elected chairman of the board of the Western Bankers Life Insurance Company.

★

ROBERT SHULER has joined Radio City Distributing Company as a representative for Coleman Blend Air Conditioning.

★

M. C. VIA, JR., has joined the Hearst Advertising Service in Dallas and will represent the Hearst newspapers in the Dallas and Northeast Texas area, handling Oklahoma and Louisiana territories out of the Dallas office.

DALLAS • AUGUST, 1955

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Moves freight fast. Dependable store-door pickup and delivery of full truck load and less than truck load shipments. Rates are competitive with highway carriers.

"Piggyback" is a happy combination of truck and train—another example of the way SP works to offer you *complete* transportation service. On-time freight shipments or fast and fancy passenger trips—we do our best to give you what you want.



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THE WEST'S LARGEST TRANSPORTATION SYSTEM

Southwest Airmotive Officers Promoted

Southwest Airmotive Company has promoted seven executives as officers of the corporation.

New vice presidencies were created for James F. Lockart, Jr., previously treasurer, who now will head the SAC service division; Paul A. Kennedy, formerly secretary, in charge of the distributor-sales division; and Al Harting, previously assistant secretary, who is director of public relations and advertising.

John Bricker was promoted from assistant treasurer to treasurer and Lorraine Sanders from assistant treasurer to secretary. Carroll Rather, purchasing agent, became assistant secretary, and William Elliott, auditor, was elevated to assistant treasurer.

★

DOUGLAS SIMRIL of Dallas was elected president of the Central Retailer Owned Grocers, Inc., at its recent convention in Chicago.

★

ROY P. COOKSTON has been appointed manager of Royalair Distributors, Inc. Royalair is the distributing division of the Matthews Engineering Company.



A Scholarship for Policeman Kockos

A check for tuition covering his attendance at the Traffic Institute at Northwestern University, Evanston, Illinois, is handed to Dallas Police Lt. H. C. Kockos by Fred F. Florence, president of the Republic National Bank of Dallas. The bank recently announced that it will sponsor the scholarship on an annual basis, enabling a Dallas policeman each year to attend the nine-month course. Dallas Police Chief Carl Hansson has termed the course "the finest police administration course in the United States."

ROBERT N. HEYMAN is new district manager of the Dallas area for the L. O. F. Glass Fibers Company.

W. J. HELM has been named vice president and general manager of Earl Hayes Investment, Inc.

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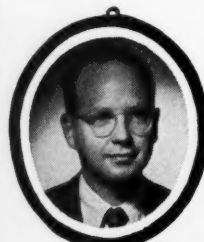
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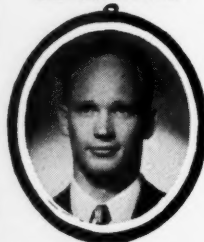
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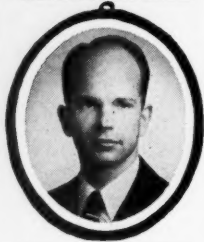
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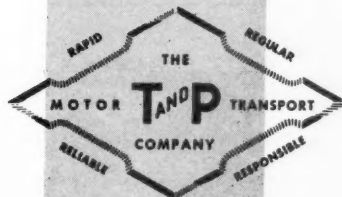
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LATIN AMERICAN EXPERT Dr. Edwin J. Foscue, SMU professor, will teach a special adult education course on Latin America at SMU's Dallas College this fall. Besides his teaching activities, Dr. Foscue also works with Latin American students at the university and participates in the activities of the Pan American Institute of Geography and History.

Latin American Expert To Teach Special Course

AN expert on Latin America — Dr. Edwin J. Foscue, professor of geography at Southern Methodist University — will give a short course on "Latin America: Land of the Future" at SMU's Dallas College during the fall semester.

Emphasizing the economic status and resource potential of the countries south of the border, the course will be of interest to businessmen operating or considering ventures in Latin America.

Dr. Foscue, who is also director of the Southwestern International Development Institute sponsored by the Foreign Operations Administration of the federal government, will open the series with an introductory discussion of Latin American lands and people. He will also lecture on Peru and Venezuela. Other lectures on specific countries will be given by natives.

Three of the lecturers are participating in the International Development Institute and are studying at SMU. Another lecturer — Dr. Julio Cuet-Rua — is director of the Law Institute of the Americas

at the SMU Law School, and the other lecturer is a consul for Mexico in Dallas.

Widely traveled in Latin American countries, Dr. Foscue has been interested in their problems and progress for many years. "I'm teaching this course to try to convince the public that Latin America is an up and coming part of the world and has unlimited resources," he said.

Dr. Foscue's interest in and knowledge of Latin America led him to be selected recently as a delegate to the fourth general assembly of the Pan American Institute of Geography and History, which is part of the Organization of American States. The assembly met in Mexico City recently. The objectives of the Institute are to bring about cooperation and collaboration among the American nations in the conduct of their cartographic, geographic, and historical activities and to assist them in their scientific and cultural work in these fields. Dr. Foscue was one of three university professors selected as official State Department delegates to the meeting.

After an eight-year retirement, B. F. BIGGERS has re-entered the life insurance field and now heads the newly formed All States Life Insurance Company of Dallas.

BOB M. SEARCY has been named manager of E. M. Kahn & Company's Uptown Store. He will continue as buyer of men's sport coats and as assistant buyer of men's clothing for all Kahn stores.

New Soft Drink Firm Moves Office to Dallas

An expansion nationally from Dallas in the soft drink market is planned by the makers of Mist Drinks, new aerated beverage, which has been moved to this city from Minneapolis by the H. A. Bruntjen Company.

The Bruntjen Company opened its Dallas offices in July and these will serve as the national headquarters for the concern, according to H. A. Bruntjen, president.

The company is to expand nationally as soon as distributorships are filled and adequately serviced in Texas and as quickly as machine production permits.

At the same time, the H. A. Bruntjen Company announced appointment of its first distributor in Texas—Mistco of Dallas—which will serve the Dallas region for Mist Drinks.

Mistco of Dallas is owned by R. B. Terhune of Dallas and several Dallas associates. Mr. Terhune also is president of the Southwestern Engineering and Equipment Company, manufacturers and distributors of electronic equipment.

Both the H. A. Bruntjen and Mistco companies are headquartered at 3906 Lemmon Avenue.

★

Stock Split Issued. The Great Southwest Life Insurance Company has announced a stock split, under the terms of which each stockholder on record July 6, 1955, received two additional shares of stock for each share owned. The authorization for the stock split and issuance of additional shares from the treasury came from stockholders at a meeting held in the Dallas home offices of the company, according to Deward A. Childre, president. As of June 30, 1955, the company's life insurance in force totaled \$9,815,000, Mr. Childre said. Assets were listed at \$815,134.77.

★

In Service Association. Ellis Smith & Company has announced its membership in Insurance Service Association of America, becoming one of more than 40 independently-owned firms throughout the United States and Canada to band together for the purpose of offering broader, more comprehensive service on a continent-wide basis. Porter Ellis, partner in the firm with Dallas Smith and Willard Crotty, said its competitive position in servicing national accounts will be strengthened by the new, exclusive affiliation, which will permit an advantageous interchange of facilities.

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**"A BETTER DEAL FOR
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R. M. Waskom
Sec'y-Treas.

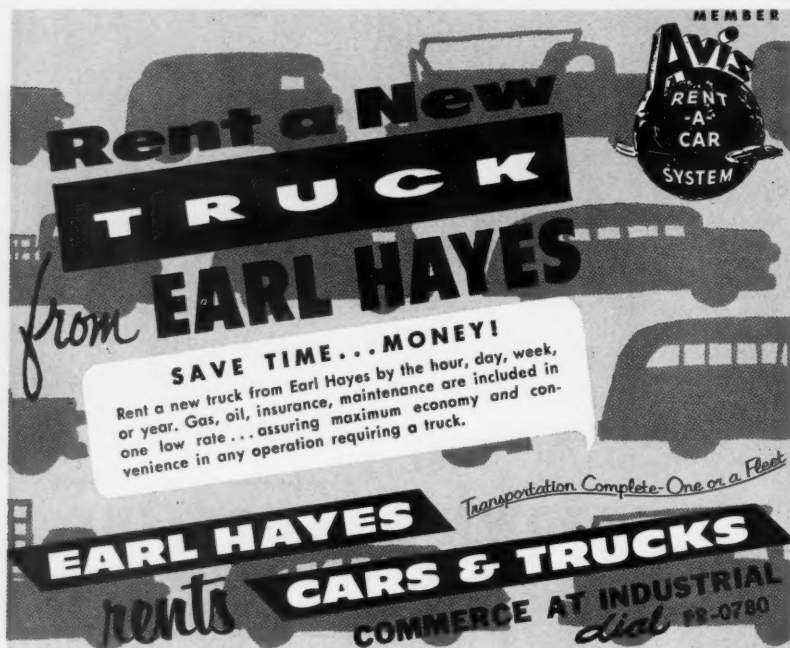
Dallas Transfer AND TERMINAL WAREHOUSE CO.

2ND UNIT SANTA FE BLDG.



New sales manager of Village Cadillac Company is C. D. (CHICK) LANCAS-TER, a Dallas automobile man since 1934.

MRS. VANDORA CULVER REED has been named buyer of women's coats, suits and dresses for E. M. Kahn & Company.



Rent a New TRUCK

from **EARL HAYES**

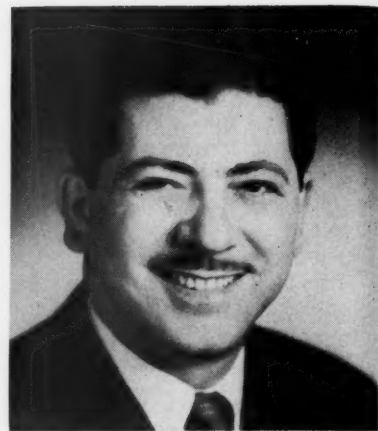
SAVE TIME... MONEY!

Rent a new truck from Earl Hayes by the hour, day, week, or year. Gas, oil, insurance, maintenance are included in one low rate... assuring maximum economy and convenience in any operation requiring a truck.

EARL HAYES rents **CARS & TRUCKS**

Transportation Complete - One or a Fleet

COMMERCE AT INDUSTRIAL dial PR-0780



Elected by Florists

Marty Swartz, owner of Flower Selections, was elected president of the Texas State Florists Association at the organization's recent Dallas convention. The group, oldest and largest state body of its kind, has more than 1,800 members. Mr. Swartz served as vice president in 1951 and was chairman in charge of floral designs and education program at this year's convention.

Many Happy Returns...

This month we are celebrating our tenth anniversary.

Since 1945 we have aided hundreds of advertisers

in bringing greater business to Greater Dallas.

Let **annahill** direct your next mail campaign... for many happy returns.

TELEPHONE **RI-4174**



annahill

DIRECT MAIL ADVERTISING

1708 Patterson

Dallas

New Location — Ground Floor Burt Bldg.



Highland Park Village Sets 3-Day Art Fiesta

Preparations are under way for a three-day outdoor art exhibit in the Highland Park Shopping Village October 3-5. Merchants of the village will co-operate by permitting exhibits in store windows prior to opening of the planned fiesta. During the fiesta the village walks will be filled with the work of many Dallas painters and craftsmen—professional and amateur alike.

Purpose of the fiesta is to create a place in Dallas for outdoor exhibits so that the public may enjoy and buy original art. The showing will be patterned after New York City's nationally popular Greenwich Village.

Kingsbury Studios of Dance will present a program nightly, featuring the Mergengue, a native dance of Haiti; the Calypso from Jamaica and other dances from the Caribbean.

★
Plans Dallas Branch. The Hartford Accident and Indemnity Company has announced plans for a new branch office in the Tower Petroleum Building and appointed George H. Beach to manage it. Mr. Beach has been manager of the company's Denver office since 1950. Complete underwriting, engineering, auditing and claims facilities for administration of the firm's business in 125 Texas counties will be provided in Dallas.

★
Hat Firm Here Now. The Adam Hat Manufacturing Company, Inc., has moved its headquarters from New York to Dallas. The firm's offices at 516 South Akard are being redecorated and will serve as the distribution center for the organization's nationwide business, according to I. B. Parrill, president. Mr. Parrill said that while New York offices and a Fifth Avenue showroom would be maintained, it was felt that the entire country could better be served from Dallas.

★
Space Air-Conditioned. The offices and 28,000 square feet of warehouse space in the Procter & Gamble Manufacturing Company's new 100,000-square-foot building in Cedar Crest Industrial Park are being air-conditioned, according to A. A. Lander, owner of the building. The air-conditioned warehouse space will be used for storage of Crisco and Fluffo shortening and other products requiring cool temperatures. The building, at Rector Street and East Kiest Boulevard, is the first major construction in the new Cedar Crest Industrial Park.



Hitting PAYDIRT for GROWTH

If you want your business to grow... be a part of the *growth* bank in *growing* Dallas! Texas Bank, Main and Lamar, is growing along with Dallas and with the private industry and business which it serves. Healthful, continued growth is a sure result of careful financial planning and forward thinking management policies.

Many Texas Bank customers have seen their business grow — just as they have seen Texas Bank growing. For your growth we offer the financial guidance and counsel of men who know your kind of business, understand your problems, and make it *easy* for you to hit paydirt.

Be a part of the **GROWTH** bank in growing Dallas.



TEXAS BANK
& TRUST CO. of DALLAS
MAIN & LAMAR

Quality Circulation Spells Volume

Most business firms find that a relatively small percentage of their customers account for a major share of their volume.

Federal Reserve figures show that three-fourths of new car sales to individuals are made in the upper income third of the nation's families.

Buying power stems from high salaries commanded by important jobs in business, industry and the professions.

That describes exactly the people who read DALLAS — business executives and professional men and women who control buying power in Dallas Business.

Whether you are selling motor cars, printing, homes, air-conditioning or what not — DALLAS reaches the people who have the buying power. That's why more and more astute advertising men and agencies are placing copy in THE Nation's Top Chamber of Commerce Magazine.

DALLAS

Call

TOM McHALE
Advertising Manager

Business Magazine of America's
Number One Region of
Opportunity

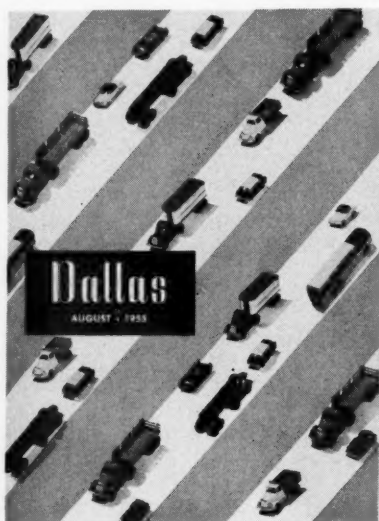
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Data on Dallas

Any visitor to the offices of DALLAS while we were working on this month's cover probably thought all the staff had slipped into a second childhood. We were up to our necks in Tootsietoys . . . tractor-trailers, logging trucks, dump trucks, busses, tank trucks, panel trucks, station wagons, sedans, even sports cars . . . all destined for the cover of DALLAS.

Eventually the Tootsietoys were worked into our cover by artist Bud Biggs and



photographer Ed Miley, who spent one whole Saturday morning playing cars and trucks on the floor of Ed's studio. Of course, we are very pleased with the result, but then we have long since learned to expect pleasing results from the Biggs-Miley combine. Our thanks go to the Tootsietoy people for furnishing the cars and trucks.

★

Summer is just about to give way to fall, and fall in Dallas means State Fair time. Right now, DALLAS staffers are

up to their ears in preparing a razzle-dazzle Fair issue for you readers. A new idea in colorful cover art will cap an issue chock full of new and interesting Fair features.

★

DALLAS welcomes a new staffer this month. Nancy Rynders, a 1952 SMU graduate will take over the associate editor slot from Doris Stewart October 1, when Doris leaves us to make final plans for her wedding in December.

Nancy was brought up in the advertising business. Her father is Robert T. Gidley, well known local ad man. After graduation from SMU, Nancy tucked her degree in Art under her arm and attended the University of Wisconsin for graduate work in journalism. Since then she has worked in the copy department of a Dallas department store and has been associated with a local advertising agency.

RYNDERS



Make the Katy Your Railroad



for travel—Katy famous meals and service. Streamlined Texas Special daily between St. Louis and San Antonio—de luxe Bluebonnet daily between Kansas City and San Antonio.



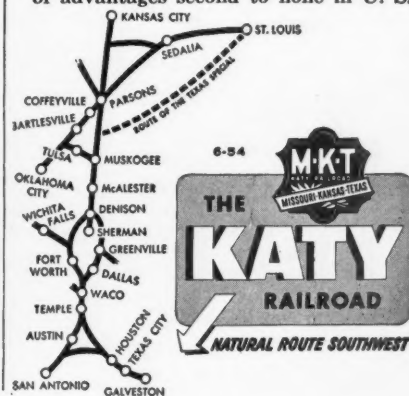
for freight—fast and dependable via the famous Katy Komet and other Katy fast freights. From St. Louis and Kansas City to principal Missouri, Kansas, Oklahoma and Texas cities. Ask about Katy's L. C. L. Freight merchandise service.



for industrial expansion—outstanding Katy-served industrial districts and sites. Ample Labor, Natural Resources, Low Cost Power at your service. Contact Katy Industrial Department, Dallas 2, Texas, without cost or obligation.

THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.





BIG 15

The husky 15-ton crane in the hot finished steel bay at the Vinson warehouse is popularly called Big 15. Big 15 rolls over 30,000 square feet covered with hot finished steel — a tremendous tonnage for every structural use.

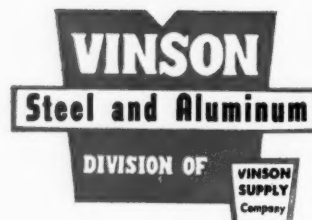
Put Big 15 to work to fill your structural requirements, whether they be channels, angles or beams. Out will come the steel you need when you need it.

4606 SINGLETON BLVD.

P. O. BOX 10211

DALLAS 7, TEXAS

DALLAS • AUGUST, 1955



Dallas PIONEERS



869 Padgett Bros. Company
Leather Goods—
Wholesale and Retail

869 The Schoellkopf Company
Manufacturers and
Wholesale Distributors

872 Dallas Railway & Terminal Co.
Street Railway

874 Bolanz & Bolanz
Real Estate and Insurance

875 First National Bank in Dallas
Banking

875 Dallas Transfer & Term. Whse. Co.
Warehousing, Transportation,
and Distribution

876 Trezevant & Cochran
Insurance Managers

885 Mosher Steel Company
Structural Reinforcing
Steel and Machinery Repairs

890 William S. Henson, Inc.
Advertising Printing

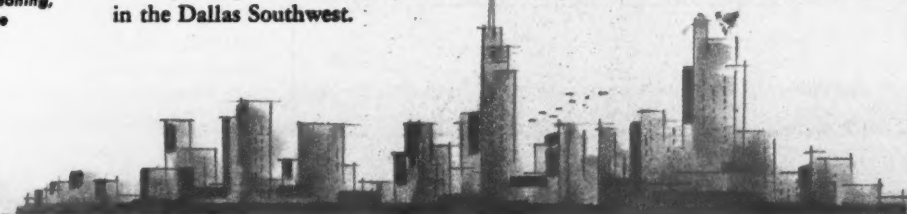
893 Oriental Laundry and Cleaners
Finer Laundering, Cleaning,
and Fur Storage



SANGER Brothers of Waco was a bustling establishment 50 years ago. The above reproduction from the April 12, 1912, issue of "The Drygoods-men and General Merchant," shows something of its size and scope. In the same issue Sanger Brothers of Dallas carried a full page ad featuring its wholesale dry goods department—"The Largest in Texas." Sales rooms for this operation occupied eight floors in addition to Sanger's Dallas retail operation. Dating back to 1857—when Isaac Sanger founded the first Sanger store at McKinney—the name of Sanger has paralleled the economic development of Texas. Weatherford and Decatur had early stores—then the railhead town of Millican. Following the rails came stores at Bryan, Hearne, Calvert, Kosse, Bremond, Groesbeck and Corsicana. In 1872, Sangers of Dallas opened on the Court House Square. Its wholesale and retail departments set the merchandising pattern for Dallas in the years before the turn of the century. Today, in its 84th year in Dallas, Sanger Brothers, under Henry X. Salzberger as president, is part of the national group of Federated Stores, which links this pioneer Texas merchandising name with such institutions as Filenes of Boston, Bloomingdales of New York, Abraham & Strauss of Brooklyn and other early day merchants.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



1893 Sparkman Brand, Inc.
Marble
Originally, Laidmilk, Broussard and Miller

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1900 John Deere Plow Company
Agricultural Implements

1903 Smith's Detective Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1903 First Texas Chemical Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1904 T. A. Manning & Sons
Insurance Managers
Fire — Casualty

1906 Hesse Envelope Company
Manufacturers of Envelopes
and File Folders

1911 W. W. Overton & Co.
Food Brokers

*Specialized
Service
for Loans on
Commercial
Buildings*

**MORTGAGE
LOANS**

**COMMERCIAL AND INDUSTRIAL
BUILDING LOANS**

**RESIDENTIAL, CONVENTIONAL,
F.H.A. AD G.I.**

TO BUY, BUILD, REFINANCE OR
REPAIR — BEST INTEREST RATES

Loans approved from plans and
specifications on proposed buildings.

**SOUTHERN TRUST
& MORTGAGE CO.**

"Established 1924"

Approved FHA Mortgagee

F. M. LOVE, Ch. of Board — AUBREY M. COSTA, Pres.
300 Adolphus Tower Phone RI-5551
INSPECTIONS, COMMITMENTS on CONVENTIONAL
LOANS IN 24 HOURS



General Manager

Lewis Sherman has been appointed general manager of Warner-Myers Candies, Inc. Mr. Sherman has had 25 years' experience in the candy manufacturing field. A native of Haverhill, Mass., he has been manager of a candy factory in Canada for the last seven years. Lower-calory candies for the diet-conscious and confections that will withstand long, hot Texas summers will be emphasized by Warner-Myers, Mr. Sherman announced.

**Furniture Market Points
To Even Better Times**

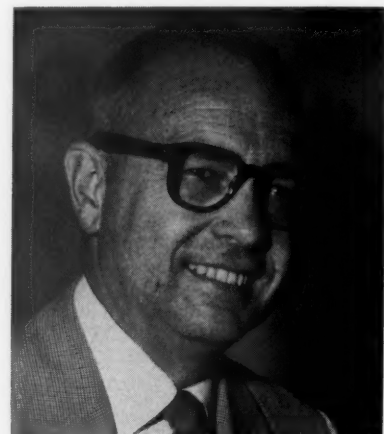
The 32nd annual Southwest Furniture Market in Dallas last month drew more than 5,000 buyers from 20 states and exhibiting manufacturers hailed the market as quite successful.

Sales were greater and better quality merchandise was in demand from the retailers who looked the goods over in three big buildings at the State Fair grounds.

"It's quite apparent that Southwestern folks have more money with which to buy," said Myrvin D. Frank, assistant sales manager for the big manufacturing firm of Olive-Myers-Spalti. His optimism was shared by many smaller manufacturers and retailers.

Heavy rains, promising good crops, were credited with part of brisk furniture buying. Another factor cited was television, which has caused ever-greater wear and tear on living room pieces.

The market had 378 lines exhibited from factories in 31 states. A total of 550 displays was manned by 1,500 sales people.



New Business Broadcaster

Frank Langston, business and financial editor of The Dallas Times Herald, is being featured in a series of weekly radio broadcasts titled "Business With Langston" in which he analyzes business and economic developments. The broadcasts are heard over KRLD at 8 p.m. each Monday. They are sponsored by Oak Cliff Savings and Loan Association.

FREDERICK F. MURRAY of Dallas, president of the Oil Well Supply Division of the United States Steel Corporation, has been appointed to the 1955-56 domestic distribution department committee of the Chamber of Commerce of the United States.

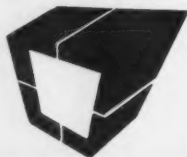
Gift Service
...for Busy Executives

Food Packages
Hams
Cheeses
Jellies and Jams
Nuts
Glazed Fruits
Fruit Baskets
Smoked Turkeys
Candies
Clocks
Coffee Bars
Fine Cutlery
Bar Accessories
Sporting Glassware
Smoking Accessories
Executive Gifts
Leather Goods
Travel Bars
Desk Sets
...and many other
beautiful gifts

Let us solve that problem of "what-to-give" this year... give us your gift list and forget it. You can choose from scores of exclusive lines of gifts... at any price you have in mind. We can give you complete service... including gift wrapping and mailing.

Avoid that last-minute rush!

Phone TR-1493



RUSSELL & RUSSELL

Exclusive Gifts

2847 North Henderson

Dallas

G-E AIR CONDITIONING Aids Employee Efficiency And Production At Merchants Retail Credit Association

**J. E. R. Chilton, Jr.
Writes Appreciation
Letter to Texas
Distributors
Boosting
General Electric
Air Conditioning**

Like Merchant's Retail Credit Association — other successful firms find that today, air conditioning is a business need. For greater efficiency of employees — for the comfort of those who do business with you, General Electric Air Conditioning provides the answer.

MERCHANTS RETAIL CREDIT ASSOCIATION



2112 JACKSON STREET

Established 1897

Telephone PRospect 8411
DALLAS 1, TEXAS

July 15, 1955

Mr. J. B. Lowe, President
Texas Distributors, Inc.
3914 Live Oak Street
Dallas, Texas

Dear Mr. Lowe:

It is a pleasure to write this letter of appreciation to you and your firm for your cooperation and interest in properly engineering and installing the air-conditioning system in our three-story office building. As you know, in our case, where many employees must work in a small space, proper air conditioning is a necessity, and without it, it would be almost impossible for us to maintain any degree of efficiency and production.

Too, we would like to thank your staff for the excellent service our air conditioning units have given us over the past eight years, which we, of course, believe is due to the excellent maintenance care you give our machines.

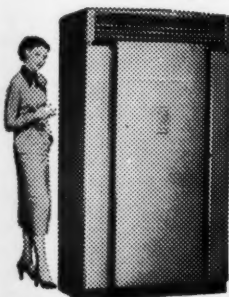
Please convey to the members of your organization this expression of our thanks and appreciation for a job well done.

Sincerely yours,

J. E. R. Chilton, Jr.
J. E. R. Chilton, Jr.
General Manager

JERC:csb

Recent installations by Texas Distributors' Industrial and Commercial Contracting Department includes G-E Air Conditioning in buildings up to 20 stories high. For your air conditioning needs, call Texas Distributors NOW for estimates on installation of General Electric Air Conditioning in your store, office building, factory, church or other buildings.



GENERAL ELECTRIC
Texas Distributors, Inc.
DISTRIBUTORS AND ENGINEERS
3914 LIVE OAK DALLAS, TEXAS TE-2194

G.E. HAS THE ANSWER TO AIR CONDITIONING PROBLEMS IN ANY OFFICE, STORE, OR FACTORY



= WEATHER PROTECTION

When a searing summer sun beats down on heated pavements,
and each block you walk seems a country mile,
the added convenience of banking from your car
is especially welcome. With no traffic headaches, or parking
problems you save both time and manpower.

No need to dress up — come as you are. Representatives
of business firms drive right up to the teller's window and
make bank deposits or pick up payrolls without ever
leaving the car. We'll have your payrolls ready
if notified in advance. Four windows are staffed to serve you.
Just drive in on Commerce... out on Main.



YOU NEVER LEAVE YOUR CAR

MERCANTILE NATIONAL BANK

DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



